



# Yahay AlAbdeli

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## Work Experience

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**Current**  
**Co-founder & Public Relations**

**HappyBrains.eu**

**Zwijndrecht (NL)**

### Responsibilities

- New media developer
- Social media specialist
- Marketing research
- Promotion and sales

**Feb 2009 - Jul 2009**

**Edenspiekermann**

**Amsterdam (NL)**

**Marketing researcher and Brand developer**

### Responsibilities

- Brand experience developer for (GVB) the Public transportation in Amsterdam
- Marketing and competitor research
- Customer insight research using social media (twitter)
- Competitor research using observation method
- Customer research using (ESM) method Experience Sampling Method
- Workshop organizer

**Oct 2008 - Feb 2009**

**Hogeschool Rotterdam**

**Rotterdam (NL)**

**Peer Coach**

### Responsibilities

- Marketing peer coach for a group of 18 students
- Concept development for the city hall of Rotterdam
- Project leader
- Creating and implementing marketing research strategies

**Aug 2007 - Dec 2007**  
**Intern as junior project leader**

**Waag Society**

**Amsterdam (NL)**

Responsibilities

- Project assistant for "Scottie" project, a new way of using new media as communication tool
- User testing with sick children at "AMC" hospital in Amsterdam
- Communication
- Promotional items developer
- Workshop and event organizer

**Mar 2006 - Jun 2006**  
**Event organizer**

**Hogeschool Rotterdam**

**Rotterdam (NL)**

Responsibilities

- Event organizer for more than 300 students
- Experience developer
- Communication and relationship

**Feb 2004 - Sep 2005**  
**Business developer and Customer service representative**

**WMC international promotions**

**Arkel (NL)**

Responsibilities

- Developing a new business in Dubai
- Responsible for the swedish office
- Resolving problems and maintaining customer relations
- Pre-sales advice and promotion products
- Process orders, claims and renewals

**Oct 2003 - Feb 2004**  
**Owner**

**Saidely cars export**

**Zwijndrecht (NL)**

Responsibilities

- Buying cars
- International car export
- Resolving problems

**Jan 2002 - Oct 2003**  
**Owner**

**Sabinashop Gift Shop**

**Mantorp (SW)**

Responsibilities

- Owner of two Gift shops
- Business developer
- Created and implemented marketing and sales strategy

**Aug 1994 - Jan 2002**  
**Ultrasonic Testing Engineer**

**Fundia AB**

**Boxholm (SW)**

Responsibilities

- Ultrasonic testing
- Quality controller

## Skills

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### **Language qualification**

- English fluent
- Arabic fluent
- Swedish fluent
- Dutch Good

### **Specialties**

- Social media
- Communication
- Customer insight research
- Marketing
- Experience Branding
- Internet and Media
- Concept development

### **Programming**

- HTML
- CSS
- JavaScript
- Flash
- PHP
- MySQL

### **Design & Editing**

- Adobe Flash
- Adobe Dreamweaver
- Adobe Photoshop
- Adobe Illustrator
- Adobe Indesign
- Adobe Premiere Pro
- Microsoft Office
- Audacity
- Vegas7.0
- Ulead VideoStudio

## Education

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Sep 2005 - Jun 2009

**Bachelor Communication & Multimedia design**, Rotterdam University of Applied Science (Hogeschool Rotterdam), The Netherlands

Subjects included: New media design, marketing research, communication, programming, experience branding, customer insight research.

Aug 2000 - Sep 2000

**Ultrasonic Testing Engineer**

Celsius Materials CMK AB, Sweden

Nov 1999 - Nov 1999

**Fireman's courses**

Basics in rescuing people and fire fighting, Sweden

Nov 1998 - Nov 1998

**Quality controller specialist in ISO 9000, 9001**

CANEA Consulting Group, Sweden

Dec 1998 - Dec 1998

**Ultrasonic Testing Engineer**

Uses high frequency sound energy to conduct examinations and make measurements,  
ABB training centre, Sweden

**Extra activities**

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**Current**

**Sophia kinder TV and radio at Erasmus MC**

**Rotterdam (NL)**

**Voluntary**

Responsibilities

- Web-design
- Filming
- Editing
- Experience developer

**Jan 2010 - Mar 2010**

**Iraqi election, iraqi embassy**

**Utrecht (NL)**

Responsibilities

- Vote supervisor for the free Iraqi election.

**Feb 2005 - Mar 2005**

**First Iraqi election**

**Sosoesterberg (NL)**

**IOM international Organization for Migration**

Responsibilities

- Vote observer for first free Iraqi election.

**Hobbies**

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- Volleyball
- Skiing & Fishing
- Human begin