

Waleed Elhardallou, waleed@eventstags.se

| [LinkedIn® Profile](#) | www.waleednet.se +46 76 022 46 63

PROFESSIONAL SUMMARY

I am a dynamic and results-driven professional with a solid foundation in strategic information systems management, AI business consulting, and electronics engineering technology. Leveraging over five years of experience in IT and information services, I have a proven track record in web and UX design, digital marketing, and event planning. As the Founder of EventsTags.se, I have honed my skills in field marketing, content creation, and user engagement, focusing on driving value proposition and go-to-market strategy. Fluent in English, with strong analytical, communication, and project management skills.

PROFESSIONAL SKILLS AND INTERESTS

Field Marketing & Lead Generation | Web and UX Design

Digital Marketing & Email Automation | SEO Optimization & Content Strategy | Business Analysis & Data-driven Decision Making | Collaboration & Cross-functional Team Leadership

Event Planning & Execution | Problem-Solving & Critical Thinking

EDUCATION

Master's Program in Strategic Information Systems Management (Ongoing)

Stockholm University, Stockholm, Sweden / Computer and System Science Department

Specialized in Business Analytics, Management, and Technology

AI Business Consultant (Higher Vocational Education)

Hyper Island, Stockholm, Sweden, 2023

Master in Data Communication and Network Engineering

Future University, Sudan, 2016

Bachelor of Science (Honors) in Engineering Technology

Gezira University, Sudan

Work Experience

Founder, Product Owner, and Field Marketing Specialist

EventsTags.se, May 2023 - Present

- Developed and executed field marketing strategies, driving user engagement, brand awareness, and lead generation
- Conducted market research to identify industry trends, competitor analysis, and opportunities for growth
- Established relationships with key stakeholders to optimize go-to-market strategies

Personal Branding and SEO Specialist

BrandingViz.se, Aug 2023 - Present

- Enhanced online presence for individuals through website optimization and SEO best practices
- Developed and implemented digital marketing strategies to increase brand visibility and online traffic

UX & Web Designer | Digital Marketing Specialist

Share Colours, Aug 2019 - May 2022

- Designed and implemented user-centric digital experiences across websites, apps, and social media platforms
- Managed Google Ads campaigns, social media content creation, and SEO strategies
- Provided technical support for WordPress configurations, backup, and security

Co-Founder and Manager

Sudasite for IT, 2015 - 2019

- Digitized operations for diverse clients, optimizing business processes and efficiency
- Provided web hosting support and web design services for over 50 businesses
- Implemented SEO strategies and managed content through various CMS tools

VOLUNTEERISM

Stockholm Tableau User Group Leader

Tableau, 20XX - Present

- Organized and led community events, fostering learning, sharing, and networking opportunities
- Managed communications with members and liaised with Tableau and relevant partners

AI for Better Future, Blogger & Social Media Contributor

- Raised awareness and promoted collaborations in data and artificial intelligence through blog posts and social media engagement

ADDITIONAL INFORMATION

- **Languages:** Arabic (Native), English (Proficient)
- **Technical Skills:** WordPress, Adobe Suite, Hubspot, Google Analytics, Google AdWords, Figma, Excel, Tableau
- **Work Permit:** Sweden
- **Awards:** Sustainable Transport (November 2021), Volvo group and Hyper Island x Hack Sprint 2021 Best Overall Solution