

Ayman Al-Abdullah

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PROFESSIONAL HIGHLIGHTS

Microsoft, Redmond, WA

7/2011-Present

Product Marketing Manager, (Microsoft Office – Business Planning/Licensing Strategy)

10/2013-Present

- Director of the commercial GTM strategy for “Office for iPad” which hit over 12 million downloads and Top App of the Week
- Project Managed 14 teams from internal engineering to external PR to ensure timelines are met and business objectives are exceeded
- Calculated and tracked key metrics including eeCR, eCPI, ARPPU, retention, and DAU/MAU to support Sr. Data Scientists

Senior Analyst, (CEE HQ Marketing & Operations - Munich, Germany)

1/2013-7/2013

- Fast tracked promoted to Senior Analyst. Selected for all expense paid assignment in Munich, Germany supporting key executives
- Project Managed Weekly Forecast Dashboard from 32 countries in CEE to give Executives enhanced decision making capabilities
- Pioneered the implementation of PowerView Business Intelligence into our reports to produce increased predictive insights

Rotational Analyst (One of 14 candidates selected into a 2 Year FRP program designed to develop the future business leaders of MSFT)

WW SMB Cloud (Office 365, Dynamics, and Windows Intune)

7/2012-1/2013

- Flagged a sales target risk to our Director of Product Marketing and created a promotional campaign that helped us exceed budget
- Conducted 1st CLV, funnel, and churn analysis to determine a >\$20M retention tool should be terminated and the resources reallocated
- Advised VP and GM of Customer lifecycle management on CLV, a/b testing, cohort analysis, and retention/monetization strategy

OSD Org Risk – Site Reliability Engineering

1/2012-7/2012

- Project managed our mobile engineering teams during our Nokia/Bing partnership (pre-acquisition) to ensure features were reliable
- Leveraged Gantt Charts and Swim Lanes to flag and eliminate timeline bottlenecks to drive completion of our feature release schedule

IEB Studios (Xbox Games)

7/2011-1/2012

- Revolutionized the marketing ratio dashboards for the releases of Halo Anniversary, Gears of War 3, Forza 4, and Dance Central 2
- Partnered with Producer of Microsoft’s first display/mobile ad-supported game to track impressions, click-thru rates, eCPM, and revenue

Nobox Digital Marketing Intern, Miami, FL

10/2010-1/2011

- Project Managed the concepts, wireframes, design, and development of the award winning LexusDrivers.com
 - Managed Mozilla FireFox’s PPC campaign testing copy and images to optimize for downloads culminating in a Guinness World Record
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ENTREPRENEURIAL EXPERIENCE

BrokerChange.org

- Financial consulting for millennials, entrepreneurs, and businesses. Has helped individuals pay off over \$1,00,000 in debt

PresetForLightroom.com

- Adobe Lightroom Preset Software – “Instagram Filters For Professional Photographers”. Remotely managing a team of 17 employees

Hummingbird Financial LLC.

- Consulted 40+ companies including *The World* luxury cruise line with recommendations that were unanimously approved by the BOD

BravadoLiving.com

- Started luxury blog, grew viewership to 20,000+ month without SEO or PPC, & secured advertising contracts to build a profitable website
 - **“Unbeatable Flag Football Playbook” Book**
 - Wrote and Published Best-Selling Flag Football playbook on Amazon.com with thousands of copies sold
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EDUCATION

Florida International University (FIU), Miami, FL

4/2011

Bachelor of Accounting, Dean’s List

Study Abroad w/ Focus on International Business (FIU), Paris, France

4/2009

OTHER

Leadership Experience: Former President of ALPFA Honors Society (276 members), Past Lead of FRP Community Service Committee

Computer Skills: Microsoft Office Suite - Advanced, WordPress, Adobe Creative Cloud. Learning: Ruby, HTML/CSS, Git, and SQL

Volunteer Experience: Habitat for Humanity, Big Brothers/Big Sisters, Hands on Miami, Volunteer Income Tax Assistance (VITA-IRS)

Activities: Nautica South Beach Triathlon Participant, FIU Intramurals, Celebrity Golf Tournament Participant, Spinning Instructor