



DAWIT WOUBSHET GEBREMEDHIN

BUSINESS PARTNER | IT STRATEGY |
OPERATIONS MANAGEMENT | DIGITAL
TRANSFORMATION | MARKETING
EXPERTISE



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Abu Dhabi, United Arab Emirates



04/02/1994



SUMMARY

Results-driven technology and business professional with 10+ years of experience in IT leadership, digital transformation, business operations, marketing, and international procurement. Proven ability to align technology strategy with business goals, lead cross-functional teams, and optimize operational efficiency across multiple international markets. Experienced in building scalable systems, improving business performance, and driving organizational growth.



KEY ACHIEVEMENTS

• Client Portfolio Growth

Grew client portfolio by 35% in one year through strategic partnerships.

• Enhanced IT Efficiency

Increased IT efficiency by 25% by optimizing technology frameworks and processes.

• Cost Reduction Achievement

Reduced operational costs by 20% through workflow optimization and resource allocation.



EXPERIENCE

Mian fz

Abu Dhabi, United
Arab Emirates
10/2023

Partner

- Co-led business strategy and operational planning, including budgeting and financial performance management.
- Built and managed strategic client and partner relationships while leading branding and marketing initiatives.
- Oversaw daily operations, staffing, and workflow optimization to enhance efficiency.
- Ensured legal compliance, licensing, and regulatory adherence to maintain operational standards.
- Analyzed market trends and implemented growth strategies to drive business development.
- Recruited, trained, and mentored staff to improve performance and enhance team capabilities.

Hule Digital Solutions LLC

Wyoming, USA
10/2022 - 10/2023

Chief Technology Officer

- Developed and executed enterprise technology strategy
- Implemented emerging technologies to drive competitive advantage
- Optimized systems for performance, stability, and scalability
- Designed data protection and quality assurance frameworks
- Monitored KPIs, system performance, and IT budgets
- Presented technical roadmaps to partners and stakeholders

DMC Construction PLC

Addis Ababa,
Ethiopia
01/2021 - 10/2022

IT Manager

- Managed enterprise IT infrastructure and system operations
- Developed and enforced IT policies and operational procedures
- Led recruitment, training, and performance evaluation of IT staff
- Secured data, networks, and system backups
- Conducted system audits and process improvement initiatives
- Maintained asset control and information security standards

Dathan Trading PLC

Addis Ababa,
Ethiopia
10/2019 - 05/2021

Marketing Officer / IT / International Procurement

- Planned and executed marketing campaigns and brand strategies
- Performed market research and competitor analysis
- Installed and maintained IT systems, networks, and hardware
- Managed global vendor sourcing and procurement negotiations
- Prepared technical procurement specifications and contracts
- Maintained procurement records and quality control processes



KEY ACHIEVEMENTS

- **Brand Awareness Boost**
Led marketing initiatives that increased brand awareness by 40% globally.



TRAINING / COURSES

Taekwondo Certification

Kukkiwon



LANGUAGES

AMHARIC	Native	●●●●●
ENGLISH	Proficient	●●●●●
CHINESE	Beginner	●●●●●



SKILLS

CORE SKILLS

IT Strategy and Planning ·
Business Operations Management ·
Digital Transformation ·
Data Analysis and Reporting ·
Marketing Strategy and Execution ·
International Procurement ·
Vendor and Stakeholder Management ·
Budgeting and Financial Control ·
Regulatory Compliance ·
Team Leadership and Coaching

TECHNICAL SKILLS

System Administration ·
Network Configuration and Security ·
Hardware and Software Troubleshooting ·
Data Protection and Backup Systems ·
Microsoft Office (Word, Excel, PowerPoint, Outlook) ·
Business Intelligence Tools ·
SEO and Website Analytics ·
Functional Reactive Programming (FRP)



EXPERIENCE

Lithws Training and Consulting Services

Addis Ababa,
Ethiopia

Marketing Manager

10/2019 - 12/2020

- Designed and led integrated marketing campaigns.
- Improved conversion rates by {15%} by managing digital marketing channels and tracking performance metrics.
- Provided IT infrastructure setup and technical support.
- Oversaw internal communication and brand positioning.

US Embassy

Addis Ababa,
Ethiopia

Technical Support Specialist

03/2019 - 09/2019

- Delivered enterprise helpdesk and technical user support
- Diagnosed and resolved hardware, software, and network issues
- Configured desktops, laptops, and mobile devices
- Supported video conferencing and system upgrades

Appen

Remote

Internet Analyst

11/2019 - 12/2020

- Improved sales by {15%} by analyzing online consumer behavior and market trends.
- Increased organic traffic by {30%} through comprehensive SEO assessments and website performance reviews.
- Converted raw data into actionable insights.

Ifact

Addis Ababa,
Ethiopia

CEO and Co-Founder

03/2019 - 07/2020

- Developed organizational strategy, vision, and operational governance.
- Improved stakeholder satisfaction by {15%} by managing daily business operations and strengthening leadership relations.
- Led performance monitoring and business growth initiatives.

CUCAS Study

Guangzhou, China

Education Agent

02/2018 - 11/2019

- Increased student participation in international programs by {30%} by advising on education opportunities abroad.
- Processed {500} university applications and visa documentation, resulting in an increase in acceptance and enrollment rates by {20%}.
- Coordinated partnerships with global universities.



EDUCATION

Adama Science and Technology University

Nazrēt, Ethiopia

B.Sc. in Business Information Systems

09/2012 - 08/2016

ECL - Guangdong University of Foreign Studies

Guangzhou, China

ECL

02/2017 - 01/2019

- Guangdong University of Foreign Studies

Neway Challenge Academy

Addis Ababa,
Ethiopia

High School Diploma

09/2008 - 05/2012