

Farid Farag Abdullah Baghozah

Senior IT Project & Operations Manager

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Professional Summary

Senior IT Project & Operations Manager with 20+ years driving digital transformation and SDLC. Expert in bridging technical execution with business strategy to deliver high-quality solutions. PMP candidate committed to operational excellence and maximizing project ROI.

Core Competencies & Technical Skills:

- Project Management (PMP, Agile, Waterfall)
- Strategic Planning & ROI Analysis
- IT Operations & Infrastructure
- SQL Server & Database Management
- Digital Transformation & SDLC
- Vendor & Contract Management
- Team Leadership & Negotiation
- Data Analytics (Power BI, Excel)

Work Experience:

1- Administrative and Technical Coordinator | Marketing Manager (10/2024 – Now) Jeddah.

SMA (Smart Management Applications Co.)

- **App Project Management:**

- Define the product roadmap and manage the backlog using Agile methodologies.
- Coordinate with the development team to prioritize features and resolve technical blockers.
- Perform Quality Assurance (QA) oversight to ensure seamless user experience.

- **Marketing & Growth:**

- Plan and manage digital marketing campaigns across social media platforms.
- Analyze key performance indicators (KPIs) to measure marketing effectiveness and ROI.
- Create content strategies to engage the target audience and increase app downloads.

- **Technical & Admin Coordination:**

- Facilitate communication between technical and non-technical staff to prevent misunderstandings.
- Manage project documentation, contracts, and administrative logistics for the technical team.

2- Technical Project Manager (10/2020 - 03/2023) Jeddah.

Awesome Digital Co.

- Orchestrated sourcing, negotiation and selecting qualified vendors.
- Supervised all activities done by partners and vendors and report performance to top management.
- Managed the full lifecycle of the restaurant's system for managing inventory, recipes, menu, sales, cashiers, and points of sale.

3- Project Manager (4/2020 – 9/2020) Jeddah.

Modern Marketing Co. (One of the Al-Khuraiji companies) - KSA

- Executed the Bedding Project (Multi Million Riyals).
- Orchestrated sourcing, negotiation and selecting qualified vendors.
- Supervised all activities done by partners and vendors and report performance to top management.

4- IT Contractor (Hali).

Lateen Water Co. - KSA

- Selected and purchased all Hardware and Software Such as (e.g., Switches, Servers, and Workstations).
- Served as a Technical consultant for the company.

5- Business App. Manager (2014 – 2019) Jeddah.

Integrated Information Est. - KSA

- Supervised internal team of software developers.
- Recruited, Sourced, and Contracted with external IT Company to implement software project.
- Built partnership with External Co. and managed relationships with them to execute projects and improve their performance.
- Managed customer accounts and built relationships with key customers to improve satisfaction and increase sales.

6- Operation Manager, (2008 - 2014) Jeddah.

Softriva Est. – KSA

- Created business plans and monitored performance.
- Approved contracts and negotiated with customers to close deals.
- Discussed with owner about daily operations.
- Reported total sales, margins and plans for improving sales to owners.
- Managed Company budget.

Early Career History:

- **System Analyst & Developer** | INFO-WIN Company (2005 – 2008)
- **Branch Manager** | Al-Bashaer for Hajj (2003 – 2007)
- **Trained & Call Center Consultant** | Ashal alholool & Manazel Al-haramain (2003 – 2004)

Languages:

- **Arabic:** Native Speaker.
- **English:** Professional Working Proficiency.

Education & Certifications:

- **B.Sc. in Computer Science** | Mu'tah University, Jordan (2003).
- **PMI Membership** (ID: 11860360) | Project Management Institute.

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