

Yousef Forti

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EDUCATION

Degree	Institution
Doctor Of Philosophy (PhD) In Business Computing	University of Gloucestershire
Master Of Computer Science	University of Wolverhampton

PROFESSIONAL SUMMARY

An experienced professional with a diverse skill set in both **Business Computing** and **Marketing & Sales**. My expertise spans teaching, curriculum development, digital marketing strategies, and client relationship management. I am passionate about helping individuals and businesses succeed by leveraging my knowledge in both fields.

WORK EXPERIENCE

Position	Organization	Location	Duration
Sales And Marketing Expert	Meta – Facebook Global Solution Project	Lisbon, Portugal	April 2019 – Present
Teaching Associate – Business Computing & Marketing	University of Gloucestershire	UK	January 2016 – March 2019
Delegate Sales Executive (Part-Time)	Sector Global	Bristol, UK	November 2017 – December 2018
Lecturer & Student Support (Part-Time)	Elegant College	London, UK	May 2014 – December 2017
Researcher	Communicaid Ltd	Cheltenham, UK	December 2011 – January 2018
Information Technology Lecturer	Future College	Birmingham, UK	February 2008 – November 2011
Software Developer	Atlas Company	UK	January 2000 – May 2004

KEY RESPONSIBILITIES

Role	Responsibilities
<p>SALES AND MARKETING EXPERT</p> <p>META – FACEBOOK GLOBAL SOLUTION PROJECT</p> <p>APRIL 2019 – PRESENT</p>	<ul style="list-style-type: none"> ▪ Led onboarding strategy calls with new clients to define marketing goals and execution plans. ▪ Developed and implemented marketing strategies for agency clients, focusing on Facebook campaigns (Awareness, Traffic, Conversion). ▪ Analyzed campaign ROI, identified key trends, and optimized strategies for improved performance. ▪ Integrated emerging marketing technologies to enhance campaign outcomes and performance. ▪ Conducted competitor analysis, offering insights and strategic recommendations. ▪ Ensured campaigns met KPIs and provided comprehensive performance reports. ▪ Provided MENA region market insights to Facebook’s back office for decision-making
<p>TEACHING ASSOCIATE</p> <p>UNIVERSITY OF GLOUCESTERSHIRE</p> <p>JANUARY 2016 – MARCH 2019</p>	<ul style="list-style-type: none"> ▪ Delivered lectures on digital marketing, consumer behavior, and data-driven analytics to undergraduate students. ▪ Developed and updated curriculum materials and case studies, ensuring relevance to industry trends. ▪ Conducted hands-on workshops on marketing analytics tools and CRM systems. ▪ Assessed student performance through grading, providing constructive feedback to improve learning outcomes. ▪ Integrated industry guest speakers and real-world case studies into the curriculum to bridge the gap between academia and practical business experience..
<p>DELEGATE SALES EXECUTIVE</p> <p>SECTOR GLOBAL</p> <p>NOVEMBER 2017 – DECEMBER 2018</p>	<ul style="list-style-type: none"> ▪ Developed relationships with C-level executives to promote conference participation. ▪ Coordinated with the marketing department to convert inbound inquiries into leads. ▪ Managed client relationships, ensuring high levels of customer satisfaction. ▪ Contributed to the development of sales strategies and marketing campaigns..
<p>LECTURER & STUDENT SUPPORT</p> <p>ELEGANT COLLEGE</p> <p>MAY 2014 – DECEMBER 2017</p>	<ul style="list-style-type: none"> ▪ Delivered lectures on software development, SQL database, and business computing principles. ▪ Developed course content to ensure engagement and student learning. ▪ Provided academic support and mentoring to students.
<p>RESEARCHER</p> <p>COMMUNCAID LTD</p> <p>DECEMBER 2011 – JANUARY 2016</p>	<p>Conducted qualitative research on business opportunities in MENA.</p>
	<ul style="list-style-type: none"> ▪ Collaborated with cross-functional teams to develop specifications and software solutions using Borland Delphi.

**INFORMATION
TECHNOLOGY LECTURER**

FUTURE COLLEGE

FEBRUARY 2008 – NOVEMBER
2011

- **Tested** and maintained systems, ensuring product quality and performance.

SOFTWARE DEVELOPER

ATLAS COMPANY

JANUARY 2000 – MAY 2004

Developed software solutions, tested, and maintained systems using Borland Delphi.

AWARDS & ACHIEVEMENTS

Award	Event	Year
Best Conference Paper	17th European Conference on Business Computing (Digital Government), Lisbon, Portugal	2017
Top Facebook Marketing Project	Recognized globally for highest sales performance for SMBs	2022

TRAINING & COURSES

Facebook Blueprint

Sales and Marketing

Communication Skills

Qualitative Research Methodology

RESEARCH PUBLICATIONS

1. E-Government and Digital Transformation in Libyan Local Authorities
2. A New Model for E-Government in Local Level Administrations
3. The Adoption of E-Government in Arab Countries: The Case of Libya