



MOHAMMED ABDO MOHAMMED ODAISH

Creative Marketing Designer | Branding & Digital Marketing Specialist

 Sana'a, Yemen

 +967 775033945

 odashm9@gmail.com

PROFESSIONAL SUMMARY

Creative Marketing Designer and Digital Marketing Specialist with more than 7 years of experience in branding, visual identity design, digital marketing campaigns, and creative project management.

Experienced in supporting commercial, healthcare, and educational organizations in strengthening their brand presence, increasing audience engagement, and developing effective marketing strategies.

Skilled in graphic design, digital marketing, SEO, interactive technologies, augmented reality (AR), training, and creative project leadership.

KEY ACHIEVEMENTS

- Trained more than 13,000 students in graphic design and digital creativity through online and in-person programs.
- Planned and managed dozens of digital marketing campaigns across multiple industries.
- Designed visual identities and branding systems for commercial, medical, and educational organizations.
- Delivered large-scale advertising projects including billboards and integrated marketing materials.
- Led branding and marketing development initiatives that improved digital presence for multiple businesses.

PROFESSIONAL EXPERIENCE

Chief Executive Officer (CEO)

Arteva Marketing Company

October 2024 – Present

- Lead the company's creative and marketing direction.
- Supervise branding projects and marketing campaigns.
- Develop integrated marketing strategies and manage client relationships.

Marketing Manager

Physio Care Yemen

February 2025 – Present

- Manage digital marketing campaigns and visual content.
- Strengthen brand visibility and marketing performance.
- Supervise healthcare advertising and awareness materials.

Graphic Designer

Al-Raibi Renewable Energy

November 2024 – Present

- Design marketing materials for renewable energy products and services.

- Produce professional promotional content and visual assets.

Graphic Designer

Al-Raibi Auto Cars (Electric Vehicles)

November 2025 – Present

- Create marketing and promotional content for electric vehicles.
- Support exhibitions and advertising campaigns.

Graphic Designer

Al-Rajawi Stores

August 2025 – Present

- Design advertising materials and seasonal campaigns.
- Maintain consistent brand identity across all branches.

Graphic Designer

Al-Khudairi Exchange Company

September 2025 – Present

- Develop visual content for digital platforms.
- Support marketing campaigns for financial services.

Freelance Graphic Designer & Marketing Consultant

2017 – Present

- Delivered branding, marketing, and digital solutions for clients inside and outside Yemen.
- Designed visual identities, websites, digital content, and advertising campaigns.

Founder & General Manager

Silver Media Training Center

2023 – 2025

- Managed training programs in graphic design, photography, and video editing.
- Supervised educational content and training activities.

Graphic Designer & Marketing Manager

Wasal Honey

August 2023 – January 2026

- Managed brand identity and digital marketing activities.
- Developed promotional campaigns and advertising content.

TECHNICAL TOOLS

- Adobe Photoshop
- Adobe Illustrator
- Adobe After Effects
- Adobe Premiere Pro
- Figma

- Cinema 4D
- Unity AR
- Meta Ads Manager
- Google Ads
- SEO Tools
- AI Design Tools

CORE SKILLS

- Brand Identity Design
- Digital Marketing
- Social Media Campaign Management
- Meta Ads & Google Ads
- Content Strategy
- Search Engine Optimization (SEO)
- AR/VR Interactive Design
- Creative Direction
- Marketing Management
- Project Coordination

MAJOR PROJECT

Makanak AR Furniture Application (Graduation Project)

2024 – 2025

- Designed and developed an augmented reality furniture shopping application.
- Created UX/UI interfaces and user experiences.
- Integrated Unity and web technologies to connect users with furniture stores.
- Enabled customers to visualize furniture in real spaces before purchase using AR technology.

EDUCATION

Bachelor's Degree in Multimedia and Creative Technology

Faculty of Multimedia and Creative Technology

Tuntech International University

Expected Graduation: 2026

LANGUAGES

- Arabic: Native
- English: Very Good