

Curriculum Vitae & Portfolio



Surname: DARWISH
First Name: Nabil
Title: Msc. / Pgd. Hospitality Management / Ba. Business Administration & Marketing

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Date of Birth: 15/12/1976

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Nabil Darwish is a Marketing Communications Specialist, a Certified Adobe Partner/Designer. With his extensive working experience in the field of Project/Program Management and Coordination, and Marketing Communications, Mr. Darwish has a Masters of Science in Hospitality Management, a Bachelors degree in Business Administration, both specializing, (from the UK), in Strategic Marketing Communications and Development. Not to also forget, one of only 4 Adobe Service Providers in the country, (Adobe Designer), and Corel Approved Service Bureau Associate (Corel Designer).

Mr. Darwish has demonstrated to his employers over the years, methodologies and working experience that concluded in success stories in Development Projects for the Welfare Association/World Bank, GTZ/Higher Council of the Arab Tourism Industry (local and international tourism market). Furthermore, his strength in Brand Management, Strategic Marketing Communications, Design and Publication work (being Print or Digital Publications), has uplifted the production quality standards in agencies such as the United Nations Office for the Coordination of Humanitarian Affairs, Youth Development Department of the Arab Studies Society, and the enforcement of Sales Strategies through strong communications methodologies at Paltel Group's Hadara Technologies (Internet Service Provider).



MEMBER
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Education

September 1998-October 1999

Birmingham College of Food, Tourism & Creative Studies,
Birmingham, B3 1JB

Qualification:

MSC / Postgraduate Diploma in Hospitality Management

Modules: The subjects include Marketing Management, Communications Management, Human Resource Management, Food and Beverage Management (incl. Beverage Management & Control, Service Management, Food Hygiene & Safety, Health & Nutrition), Operations Management, International Tourism & Leisure Management, Accommodation Management, etc.

Project-Msc.:

The Management of Change in the Hospitality Industry; Hotel 7 Arches Jerusalem / Hotel Inter Continental Jerusalem Case Study.

Project Pgd.:

Strategic Planning & Development on A Private Sector Level - Palestinian Tourism & Hospitality Developmet Strategy Report

September 1995 – August 1998

Coventry University, Coventry Business School, Coventry, CV1 5FB

Qualification:

BA Business Administration

Modules: The subjects include Marketing, Communications, P.R. Management, Financial Accounting, Personnel Management (& Human Resource Management), Leisure Management, Leisure Facility Management, Services & Leisure Marketing, Marketing Tourism, International Tourism, and Business Analysis etc.

September 1993 - June 1995

Henley College, Coventry, CV2 1ED

Qualification:

BTEC National Diploma in Business Information Technology

Modules: The subjects include Technology Fundamentals, Information Technology Applications, Graphic Design & Arts, Communications, Authoring, Software Principles, Enabling Principles, Quantitative Principles, Business Systems, Office Skills & Technology, IT Specifications, Installation & Maintenance, Accounting Procedures.

September 1992 - July 1993

St. George's School, Jerusalem

Qualification:

GCE (General Certificate of Education)/A Levels

Modules: GCE O-Levels: Integrated Science (D), Biology (E), Chemistry (B), Human Biology (D), Physics (C), GCE A-Levels: Classical Arabic (C)

Work Experience

Company Name:
Alternative Business Solutions co. Ltd.

From: 01/08/2007 – Till Date
 Address: P.O.Box 1348, Ramallah, Palestine
 Position Held: **Commercial Manager**

Job Description:

- Account/Client relations management
- Design/Implementation and enforcing Sales and Marketing communications Strategies
- Provides leadership, expertise and professional advice to the Company on sales matters to ensure that the Company's business objectives are supported with the right sales & marketing strategy.
- Develop and gain agreement to Marketing/Sales strategies (Commercial), plans and budgets to support the implementation and realisation of agreed corporate business strategies.
- Artistic / Creative Direction to Design/Production department.
- Maximize growth of revenue in the assigned segment.
- Financial Budgeting planning and monitoring

Company Name:
Hadara Technologies (Paltel Group)

From: 01/08/2006 – 30/07/2007
 Address: P.O.Box 21632, E. Jerusalem 91215
 Position Held: **Interpalnet Works Ltd. Commercial Manager – Jerusalem & Arab 48 Areas**

Job Description:

- Commercial Management of the Jerusalem/Arab 48 Zones
- Responsible for all Commercial, Marketing Communications activities of Interpalnet in all Zones
 - Responsible for all Customer Care & Satisfaction
 - Responsible for all Direct/In-Direct Sales Activities (being Residential or Corporate Sales)
 - Creative Direction on all Marketing Communications concerned with Managed Zones
 - Maximize growth of revenue in the assigned segment.
 - Coordinate/Communicate with all organizational Unites, being Technical, Customer Care, Development, and executive, to ensure customer satisfaction, and to ensure all Company Aims/Objectives/Planning is met to the utmost of levels

Company Name:**United Nations Office for the Coordination of Humanitarian Affairs – UN OCHA oPt**

From: 21/09/2004 – 31/05/2006

Address: 7 St. Georges St., P.O.Box 38712,
E. JerusalemPosition Held: **Website and Database Specialist****Job Description:**

Information Management Unit (IMU)

- OCHA oPt Website Development / Maintenance
 - Databases Management / Design
 - Information Management
 - Responsible for In-house Graphic Design / Print Publication
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Company Name:**Youth Development Department - YDD Arab Studies Society**

From: 20/11/2003 – 15/08/2004

Address: P.O.Box 54374, E. Jerusalem

Position Held: **Programs Coordinator**

Project Sample: Program Manager - Partnership Grant Program – Welfare Association Consortium – PMO / YDD / American Near East Refugee Aid (ANERA)

Job Description:

- Managing all the projects activities and coordinate with donors, other networks, PA and NGOs
 - Development of detailed project action plan
 - Setting-up the financial and administrative policies and procedures
 - Preparing terms of references and contracts for training and consultants, monitoring and evaluation of consultant services and outputs
 - Budget monitoring
 - Monitoring the project activities and providing performance reports
 - Monitoring service agreements and procurements
 - Communications & Public Relations, (in-house Webmaster / Graphic Design)
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Company Name:***The Palestinian General Union of Charitable Societies (PGUCS)***

From: 15/08/2003 – 15/11/2003
 Address: P.O.Box 19480, E. Jerusalem
 Position Held: ***Project Coordinator***

Project Sample: Sector Support Program – Capacity Building (SSP) - The Welfare Association Consortium for the Management of the Palestinian NGO Project / World Bank.

Job Description:

- Managing all the projects activities and coordinate with donors, other networks, PA and NGOs
 - Development of detailed project action plan
 - Setting-up the financial and administrative policies and procedures
 - Preparing terms of references and contracts for training and consultants, monitoring and evaluation of consultant services and outputs
 - Budget monitoring
 - Monitoring the project activities and providing performance reports
 - Monitoring service agreements and procurements
 - Communications
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Company Name:***The Union of the Charitable Societies (UCS)***

From: 07/01/2003 – 14/08/2003
 Address: P.O.Box 19480, E. Jerusalem
 Position Held: ***Project Management Officer***

Project Sample: Partnership Project – Welfare – PMO / UCS / The Center of the Initiative for Europe (CIE)

- a. Early Childhood Education Challenge: Palestinian and Italian
- b. Engagement in Capacity Building, Pedagogical Development and Community Involvement

Job Description:

- UCS representative
 - Co-ordinating the renovation programs and sub-grants' progress and implementation
 - Coordination for the UCS Capacity Building programs
 - Co-ordinating with CIE in Italy and in Palestine and with Palestinian recipient NGOs/ CBOs and service institutions
 - Reference Person of the Project Communication between the UCS – CIE, Welfare Association, and relevant parties
 - Public Relations / communications assistant to the UCS P.R Officer
 - News Letter Design and Editing
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Work Experience

Company Name:
Sabreen Association for Artistic Development

From: 03/08/2002 – 31/04/2003
 Address: P.O.Box 51875, E. Jerusalem
 Position Held: ***Communications Coordinator***

Job Description:

- Project management, implementation and evaluation. Such projects can be identified in the areas of:
 - Education
 - Organisational development in the music / arts industry
 - Training projects
 - Industry assessment projects
 - Project acquisition
 - Trade Faire Venue management in the Music / Arts industry
 - Business systems design, planning, & implementation
 - Head of in-house graphic design - web design & printed publications, & heading the creative marketing team
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Company Name:
Aelia Infocom Ltd. (aelia.com) – Communications & Inter- Networking

From: 15/01/2000 – 27/04/2001
 Address: P.O.Box 19176, E. Jerusalem
 Position Held: ***Head of Graphic Design, Marketing***

Aelia Infocom Ltd. is a networking, web & database design company, that was one of the market leading companies for Dynamic Web Content Publishing (D.W.C.P)

Job Description:

- New account creation & sales management
 - Account management, account list (Website / Database Design)
 - Account marketing consultancy / Customer Service - this is in relation to the design & advertising aspects for the managed accounts
 - Head of design & production - web design & printed publications, & heading the creative marketing team
- NOTE: Aelia Infocom Ltd. has currently been overtaken by another company, and is now running under the name of Al-Qudsnet (<http://www.alqudsnet.com>).*
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Company Name:

**The Higher Council Of The Arab Tourism Industry
[HCAT] / German Technical Cooperation (Deutsche
Gesellschaft für Technische Zusammenarbeit) [GTZ]**

From: 22/10/1999 – 30/09/2001

Address: Khaled Ibn Waleed Street,
P.O.Box 19850, E. Jerusalem

Position Held: **Marketing & Information Technology
Coordinator**

HCAT: Is the umbrella, non-governmental, organisation for the whole of the private sector of the Palestinian Tourism & Hospitality industry, holding within the various associations of the industry, such as: Arab Hotel Association, Arab Guides' Union, Association of Travel Agents, Airlines Association, Association of Tour Operators, Tourist Transport Association, Restaurant Association, etc.

GTZ: Is under the German Ministry of Development

Please note that the job is a joint position, as in the employment is by the GTZ and the coordination and consultancy is for the HCAT

Job Description:

- Project management & implementation for the Arab Hospitality & Tourism industry, such projects can be mainly identified in the area of Development for the tourism industry, and their marketing, such as:
 - The Modern Technology Project, (approx. budget 6.3 million USD).
 - The design and implementation of a complete & centralized / unified web-gate/reservations system for all the country's tourist areas/companies (i.e. E-Commerce)
 - The project also includes the installation of the CRS (central reservations system) software in each and every company/organisation in the industry & the training of the users
 - & A full Marketing and Advertising plan before and after the launch
 - Tourism Area Development, (approx. budget 12 million USD).
 - The development project is a unified cooperation project between the governing bodies / municipalities of each region in Palestine and various development organisations such as the UNDP, USAID, DAI, governments of Japan and the European Representative Offices.
 - Such development mainly targets infrastructure, (Roads, Sanitation, Water / Electricity / Telecommunications, etc.)
 - Budget allocation & little tourism business project development / coordination
 - Training Project – various training seminars and workshops, (i.e. marketing communication, Information technology, project management, venue management, etc.)

Work Experience

- Trade Fair Venue management / coordination
 - Venue planning
 - The provision of technical assistance & secondary booth/stand management for the private sector of the Palestinian Tourism Industry in the international markets and tourism industry trade fairs. Such as: World Tourism Market (WTM) – London, UK - International Tourism Borsa (ITB) – Berlin, Germany - F.I.T.U.R – Madrid, Spain - B.I.T – Milan, Italy - VACANTI – Netherlands (etc.).
 - Guaranteeing quality & up keeping of the stand/booth at all times
 - Provision of any services/assistance the exhibiting parties (i.e. private sector company/organisation) require, (i.e. printed materials, any technical equipment, etc)
 - The coordination / assistance in any press conference venue
- In-house Database Management / I.T. Systems & Network Administration / Graphic Design
 - The design & full running management of the HCAT database system, which is used for mass communication purposes
 - Up keeping and administration of the network / PCs in the HCAT office
 - The design, publication & distribution of the HCAT News Letter, in both printed and email form
 - The design & up keeping of the HCAT website

Work Experience

Company Name:
Yabous Productions - Jerusalem Festival – Songs Of Freedom

From: 10/6/2002 - To: 28/06/2002
 Address: 2 Ibn Khaldoun St, P.O.Box 54874,
 Jerusalem

Position Held:

- Assistant Coordinator – Marketing and Advertising
- Assistant Coordinator – Group Affairs

Note: Official yabous.org website designer (2003-2004 under the design label of ::ndproductions::digital imaging::)

Company Name:
Select Appointments Plc. (Specialist Consultancy Employment Agency)

From: 22/6/1998 - To: 15/10/1999
 Address: 4 Cross Cheaping, Coventry, CV1 1HG,
 UK

Position Held:

- Marketing Advisor & Account Advisor – Database Designer and Producer (Rolls Royce Plc.)
 - Service Administrator / Coordinator (West Midlands Police, Criminal Justice Unit, Coventry)
 - Credit Controller / Account Advisor (Silver Shield co.)
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Organization Name:
Coventry University / International Office

From: 23/9/1997 - To: 5/10/1997
 From: 14/9/1996 - To: 17/9/1996
 Address: Priory Street, Coventry, CV1 5FB, UK

Position Held:

- International Student Helper & Coordinator Of International Student Affairs
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Company Name:
Select Appointments Plc. (Specialist Consultancy Employment Agency)

From: 14/2/1997 - To: 19/9/1997
 Address: 4 Cross Cheaping, Coventry, CV1 1HG,
 UK

Position Held:

- Post Room Clerk – Administrator (Federal Express UK)
- Data Entry Clerk – Credit Department Advisor (HSBC District Service Centre)
- Data Entry Clerk – Service Advisor (Drive Safe – Drivers Standards Agency Plc.)
- Financial Advisor (Berkley Independent Financial Services Plc.)
- Service Administrator – Sales Account Advisor (Beauler Kraoutkramer Plc.) [part of Emerson Plc.]

Digital / Print Publishing Portfolio:

http://uk.geocities.com/ndarwish/ndp_portfolio.htm



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Skill Name	Skill Level	Last Used	Experience
Microsoft Office Professional 2000/03/07 (Mac/PC)	Expert	Currently Used	Over 10 years
Adobe Creative Suite Design & Publishing (CS/CS2/CS3) InDesign, Illustrator, Photoshop, Acrobat Professional (Mac/PC)	Expert	Currently Used	Over 10 years
Adobe Creative Suit Web Edition (8, CS/CS2/CS3) Flash Professional, Dreamweaver, Fireworks, Photoshop, Illustrator, Photoshop, Contribute (Mac/PC)	Expert	Currently Used	Over 10 years
Adobe Solutions Network (ASN) Print Service Provider / Designer			
Corel Draw Suit 12 / X3	Expert	Currently Used	Over 10 years
Corel Approved Service Bureau Associate / Designer			
SPSS	Intermediate	2 years ago	3 years
Arabic	Expert	Currently Used	20+ years
English	Expert	Currently Used	20+ years
French	Beginner	2 year ago	2 years