



الاتحاد الكويتي للتأمين  
Kuwait Insurance Federation

## البرنامج التدريبي " التسويق الرقمي (DIGITAL MARKETING) "

### محتويات البرنامج :

- أهمية المتجر الالكتروني وكيفية انشاءه.
- ماهي الأدوات التي تستخدم بالمتجر الالكتروني.
- المنصات المستخدمة لإنشاء متجر الكتروني مثل شوبيفاي .
- الامن السيبراني للمتجر الالكتروني وكيفية المحافظة عليه .
- الاستفادة من أدوات التواصل الاجتماعي .

### اهداف البرنامج :

- معرفة كيفية انشاء متجر الكتروني بكل التفاصيل من البداية حتى الانطلاق .
- تعلم اتقان الأدوات التي يحتاجها أي شخص لإنشاء متجر الكتروني متكامل .
- كيفية انشاء متجر الكتروني باستخدام منصة شوبيفاي المنصة العالمية لمعظم المتاجر الالكترونية .
- معرفة كيفية المحافظة على أمان الموقع الالكتروني والشحن اللوجستي للمنتجات .
- إضافة التواصل الاجتماعي وأدوات التسويق للمتجر الالكتروني مثل google ads .

### الفئات المستهدفة :

- موظفي التسويق .
- موظفي إدارة التخطيط الاستراتيجي
- مسئول إدارة الحملات الاعلانية .
- موظفي التسويق ( Online )



# Naser Almutairi

| Kuwait  
| +965 65058335  
| zm1n@live.com  
| www.linkedin.com/in/almutairin



---

## CAREER OBJECTIVE

I have been in a continuous development of my attributes, regarding leadership, technical capabilities, global acumen, and building a trusted relationship. Passionate for technology and continuous self-development as there is no limit to perfection. Highly numerate with the ability to multitask and quickly adapt.

---

## QUALIFICATION SUMMARY

- Fluent in Arabic and English;
- GPA: 3.06 **BSc Information Systems** - California State University, Northridge 2017
- 2:1 **MSc Management and Innovation & Enterprise** - Nottingham Trent University 2018
- Developed outstanding analytical and numerical abilities during the global academic career in the USA and UK.

---

## WORK EXPERIENCE

**Founder & CTO – Block6 Technology Solutions W.L.L · Self-employed** **Mar 2018 – Present**

Block6 is 5 years old company that focus on innovation in GCC region. Block6 Academy provide learning opportunities for Blockchain, AI, Programming. Provide also Mobile/Web apps services.

**Cyber Security - Risk Analyst| KFH Bank** **08/2019 – 10/2021**

- Trained around a year going through many IT departments in KFH bank. Trained in Network infrastructure, Database development, Mobile Applications, and Cyber Security. Learned Artificial Intelligence and Blockchain services.

**Part-Time Computer Science lecturer | Kuwait Public Authority for Applied Education** **02/2019 - Present**

- Teaching Intro in MS Office, Software Applications, and SQL fundamentals. 4 pm to 6 pm.

**Digital Marketing associate | Circle UK London office** **10/2017 - 09/2018**

- Circle allows users to send & receive money from and to everywhere with no fees. Money sent as a text in the Circle app.

**Assistant Professor | California State University, Northridge** **05/2016 – 04/2017**

- Offered support to computer science Professor's class for two semesters.
- Conducted network and software set up, hardware and updates installation for more than 40000 students and teaching staff at the California State University, Northridge.

---

## EDUCATION AND MAJOR PROJECTS

**California State University, Northridge, USA**

**08/2013 – 05/2017**

### 2.1 (3.0 GPA) BSc Information Systems

- Integration of the new CRM in ERP system (Delivered user-friendly system for manufacturing and distribution businesses; optimised the entire sales process from acquiring leads, managing projects to the customer data) – (A)

---

## REFERENCES

**Nadejda Meshkova** | Director, Global Cash Management & Treasury at The Walt Disney Company, USA

Email: [nadia.meshkova@disney.com](mailto:nadia.meshkova@disney.com) Phone: +1 818-585-0778

**Christopher G. Jones** | Ph.D., CPA, Professor, Accounting and Information Systems  
College of Business and Economics California State University, Northridge, USA

Email: [Christopher.Jones@csun.edu](mailto:Christopher.Jones@csun.edu) Phone: +1-818-677-2466