

# LANA ELSAFADI

Digital Projects Manager PMP®  
ITIL | MBA



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## SUMMARY

An ambitious PMP with a background in IT and 20+ years experience growing in tech and web solutions. Seeking to leverage leadership expertise as project manager for digital solutions and user experience.

## EDUCATION



**Project Management Professional PMP** Jun 2020  
Project Management Institute, Inc.  
[pmi.org](http://pmi.org)

**Master of Business Administration MBA** Jan 2012 - Oct 2015  
University of Leicester  
📍 Leicester, United Kingdom  
MBA, Graduated with Merit.  
Accounting, Marketing, Finance, IT Strategies and Research Methods.  
[le.ac.uk](http://le.ac.uk)

**ITIL Foundation V3** Aug 2016  
AXELOS  
Computer/Information Technology Administration and Management  
[axelos.com](http://axelos.com)

**Science of Information Technology and Computing** Feb 2008 - May 2011  
Arab Open University  
📍 Riyadh, Saudi Arabia  
Bachelor with First Honor Degree  
[arabou.org.sa](http://arabou.org.sa)

## MOST PROUD OF (PROJECTS)

- 🏆 **Seetah Award Platform**  
[seetahaward.org](http://seetahaward.org)
- 💰 **Fintech Saudi Web Application**  
[fintechsaudi.com](http://fintechsaudi.com)
- 🏠 **Saedan Real Estate CMS**  
[h-saedan.com](http://h-saedan.com)
- 📄 **Shine Clinics CMS**  
[shineclinics.sa](http://shineclinics.sa)
- 📱 **ONE 8 App (Transportation Solution)**  
[play.google.com/store/apps/details?id=com.mzeeij.one8](https://play.google.com/store/apps/details?id=com.mzeeij.one8)

## AREAS OF EXPERTISE



- Projects Management
- Business Analysis
- UI / UX
- Agile Practitioner
- SEO
- Google Analytics
- Digital Marketing
- Web Development
- eCommerce
- Training
- Influencer
- Mentor
- Team Work

## WORK EXPERIENCE



**Project Manager** Jul 2008 - Present -  
Ramworld Tech Solutions  
📍 Riyadh, Saudi Arabia

- Managing successful project life cycle; initiation, planning, design, execution, monitoring, controlling and closure.
- Provide consultation and tech best practices (Meetings, Proposals, RFP, Analysis, Project plans, and Documentation).
- Planning E-Marketing Strategies.

[ramworld.net](http://ramworld.net)

**Developer** Jul 2008 - Dec 2011  
Ramworld Tech Solutions

- CMS, eCommerce, and custom platforms.
- Domain and Web Hosting Technical Support.

**Senior Instructor** Aug 2000 - Jul 2008

Newhorizons Training Center  
📍 Riyadh, Saudi Arabia  
Computer automation and programming trainer.  
[newhorizons.com.sa](http://newhorizons.com.sa)

## COURSES



**UI/UX Design** Jul 2020  
Edraak  
Analysis, Usability Test and Future Functions for User Experience.

**Risk Management Professional (PMI-RMP)** May 2020  
Project Champions  
[projectchampions.org](http://projectchampions.org)

**Digital Marketing** Aug 2019  
AstroLabs

**Microsoft SharePoint Server & Services, Configuration** 2011  
Microsoft Certified

## PUBLICATIONS



**My Book: Why Saudi Companies Outsource IS Projects?** Apr 2016  
LAP LAMBERT Academic Publishing  
📄 <http://lana.safadi.com/?p=777>  
Exploring Information Systems (IS) Projects Outsourcing Prospectives