

Mohammed Anwer Mohammed

Research • Policy • Operations • Strategic Communications

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PROFESSIONAL EXPERIENCE

Business Developer

Morshed Group | April 2025 – Present | Baghdad, Iraq

- ▶ Drive business development and client growth strategies at Iraq's leading Business Development & PR agency, working across sectors including market entry, strategic partnerships, and growth planning.
- ▶ Support the delivery of integrated service offerings spanning public relations, digital transformation, market research, and creative services for local and international clients.
- ▶ Identify and develop new business opportunities across Iraq's private and institutional sectors, leveraging an established network across government, NGOs, and the private sector.
- ▶ Contribute to client strategy and stakeholder engagement, bridging business development objectives with PR and communications execution.

Freelance Consultant – Research Design & Field Coordination

Multiple Clients | October 2024 – Present | Iraq / Remote

IC3+ (Iraq Climate Change Plus) – Public Relations Officer

- ▶ Representing the initiative's mission to foster climate action and public awareness through communication strategy, stakeholder engagement, and visibility campaigns.
- ▶ Contributing to shaping Iraq's climate narrative by bridging environmental research with public and institutional outreach.

UNDP Iraq – Climate Investment Plan Design

- ▶ Designed the final layout of Iraq's national climate investment plan, incorporating visual hierarchy, illustrations, and data visualization for publication.
- ▶ Collaborated with UNDP's communications team to align design with policy goals and government presentation standards.

University of Birmingham (via local research center) – National Survey Deployment

- ▶ Led the digitization and operational rollout of a social protection and conflict survey across 15 Iraqi governorates (excluding KRG).
- ▶ Structured and converted survey tools into XLSForms for KoboCollect, incorporating logic and code integrity.
- ▶ Managed a decentralized team of 33 enumerators, ensuring quality control and compliance with ethical research protocols.

IFC (International Finance Corporation) via EY Pakistan – Field Research Support

- ▶ Conducted KIIs and FGDs across Iraq and the Kurdistan Region to assess private sector and investment climates.
- ▶ Developed interview guides, coordinated logistics, and oversaw data collection outputs in collaboration with EY's team.

Core Consultancy – Market Branding & Public Relations Strategy

- ▶ Created brand identity and digital communications for Mosul's Wholesale Market redevelopment.
- ▶ Advised on storytelling, messaging, and creative direction aligned with municipal goals.

COO & Co-Founder

Black Light for General Trade | September 2021 – October 2024 | Sulaymaniyah – Baghdad

- ▶ Co-founded and led Black Light, a company engaged in large-scale trade, contracting, and NGO supply chain solutions focused on procurement, humanitarian logistics, and international partnerships.

- ▶ Spearheaded multi-sector business development, overseeing strategic planning, procurement, and governmental contracts.
- ▶ Negotiated and facilitated agreements in Arabic, Kurdish, and English, working closely with government entities, international stakeholders, and NGOs.
- ▶ Led collaborations with NGOs including REACH, Save the Children, Mercy Corps, and IRC, supplying essential resources for humanitarian and development projects.
- ▶ Managed logistics, data collection, and strategic planning for NGO contracts, ensuring efficient implementation of aid and research initiatives.
- ▶ Oversaw implementation of IT infrastructure solutions for organizations, including network systems, CCTV, and communication networks.
- ▶ Supervised high-level stakeholder engagement, liaising with government officials, private investors, and international organizations.

Public Relations Officer

Harf Promotions | November 2020 – April 2021 | Sulaymaniyah – Baghdad

- ▶ Managed media and government relations for a major telecommunications client, specializing in high-stakes communication strategies, multilingual content creation, and crisis management.
- ▶ Managed multiple teams consisting of 150 members across Iraq to perform on-ground activities and surveys.
- ▶ Managed press conferences, media relations, and crisis communication for a major telecom company.
- ▶ Drafted and translated press releases, official reports, and government correspondence across Arabic, Kurdish, and English audiences.
- ▶ Strengthened the organization's public image through strategic brand positioning and stakeholder engagement.

Market Research Analyst

Sky Air | November 2019 – March 2020 | Sulaymaniyah

- ▶ Conducted in-depth market analysis for a growing aviation services company, providing insights into customer behavior, competitor strategies, and industry trends to support business expansion.
- ▶ Designed and executed market research studies to identify trends and opportunities in the tourism sector.
- ▶ Analyzed consumer demand, pricing models, and competitive positioning to guide strategic decisions.
- ▶ Created bilingual marketing materials in Arabic and Kurdish to enhance customer outreach.
- ▶ Developed data-driven reports to support executive decision-making and business development initiatives.

Senior Graphic Designer

CLIC Iraq | | Sulaymaniyah

- ▶ Took charge of design projects from concept development to final execution, ensuring visual output aligned with brand goals and campaign objectives.
- ▶ Created and maintained visual identities, including logos, color palettes, typography, and brand guidelines to ensure consistency across all platforms.
- ▶ Supervised junior designers by providing feedback, guidance, and support to maintain quality and encourage professional growth.
- ▶ Worked closely with marketing, product, and content teams to translate strategic goals into compelling visual solutions.

Director of Photography – Drone Operator

Unique Engine Production | | Sulaymaniyah

- ▶ Developed the overall look of projects by selecting camera angles, lighting setups, and shot composition in line with the director's vision.
- ▶ Designed and supervised lighting schemes to enhance the mood, depth, and clarity of each scene.
- ▶ Handled high-end cameras and drones, ensuring proper setup, calibration, and safe operation during shoots.
- ▶ Operated drones for dynamic overhead shots, ensuring compliance with local aviation regulations and safety standards.

Volunteer – GIS Mapping with Drones

AUIS Archaeology | | Sulaymaniyah

- ▶ Operated drones over archaeological sites to capture high-resolution aerial imagery for mapping and documentation.
- ▶ Assisted in gathering geospatial data and converting aerial images into GIS-compatible formats using mapping software.
- ▶ Helped compile visual maps and reports to support archaeological research and club presentations.

Cash Assessor / Field Surveyor

Tearfund NGO | December 2015 – February 2016 | Kirkuk

- ▶ Conducted field assessments and data collection for financial aid distribution in conflict-affected areas, ensuring fair and effective aid allocation.
- ▶ Acted as an interpreter and cultural liaison, ensuring accurate communication between international aid teams and local communities.
- ▶ Managed eligibility records and reporting, facilitating transparency and accountability in aid distribution.

Interpreter & Guide

Al-Sard | August 2013 – March 2014 | Kirkuk

- ▶ Provided real-time interpretation for foreign visitors, investors, and job fair participants across Kurdish, Arabic, and English.
- ▶ Facilitated government and business negotiations across Kurdish, Arabic, and English-speaking parties.

EDUCATION

Bachelor of Science – Information Technology

American University of Iraq–Sulaimani (AUIS) | 2015 – 2019 | Sulaymaniyah, Iraq

Minor in Business Management

LANGUAGES

Kurdish: Native

Arabic: Fluent

English: Fluent

Turkish: Moderate

Turkmen: Functional

TECHNICAL & ANALYTICAL SKILLS

Data Collection & Research: KoboToolbox, XLSForms / KoboCollect, quantitative & qualitative methods, KIs, FGDs, survey logic design

Graphic & Visual Design: Adobe Photoshop, Adobe Illustrator, Blender, Cinema 4D

Web & IT: Front-end web design; network systems, CCTV, communications infrastructure

Project Management: Logistics coordination, financial oversight, policy implementation, multi-team leadership

Data & Reporting: Data tracking, analytical reporting, pricing model development, policy document production

Aerial & Visual Production: Drone operation, GIS mapping, photography, cinematography

POLICY & DEVELOPMENT AREAS

Climate & Environment: Climate investment planning (UNDP), climate communications (IC3+), carbon markets, waste governance

Humanitarian & Development: Humanitarian logistics, NGO supply chains, cash assistance programs, social protection

Governance & Research: Private sector development (IFC), social protection surveys, Security Sector Reform (SSR) frameworks

Communications & PR: Multilingual stakeholder engagement, crisis communications, brand strategy, media relations

KEY INSTITUTIONAL PARTNERS & COLLABORATIONS

UNDP Iraq • IFC / World Bank Group • University of Birmingham • Save the Children • Mercy Corps • IRC • REACH

Tearfund • IC3+ (Iraq Climate Change Plus) • EY Pakistan • Native Inc. (New York) • Core Consultancy