

# Yousef Osama Alkadi

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## Education:

**Portland State University**, Portland, OR — GPA: 3.76 / 4.00 (June 2023)

- **Degrees:** B.S. Business Management & Leadership, B.S. Marketing, International Business Certification.
  - **Honors:** Cum Laude, President's List, Phi Theta Kappa National Honors Society.
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## Experience:

**Strategic Venture Developer** | *Independent Consultant* | Feb 2025 – Present

- **Market Intelligence:** Executed deep-dive research into GCC Creator Economy and PropTech sectors, identifying high-yield structural opportunities and market gaps.
- **Venture Architecture:** Designed business models for tech-enabled spaces, formulating financial forecasts, site-selection heuristics, and operational workflows.
- **AI Strategy Integration:** Engineered advanced AI workflows for real-time sentiment analysis and rapid business model prototyping, accelerating time-to-market.
- **Go-To-Market Execution:** Orchestrated end-to-end strategic planning, establishing cohesive brand identities and roll-out strategies for emerging service concepts.

**Marketing Intern** – Hempel Paints, Bahrain | Nov 2024 – Feb 2025

- **Market Expansion:** Analyzed cross-border competitor data to pinpoint actionable expansion opportunities and regional market trends.
  - **Digital Engagement:** Executed digital marketing initiatives and content creation strategies to maximize audience engagement.
  - **Operational Excellence:** Streamlined daily administrative workflows, enhancing departmental efficiency and cross-functional momentum.
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## Skills & Tools:

- **Digital & AI Strategy:** Advanced Generative AI workflows (LLMs, Image/Video Synthesis), Prompt Engineering, AI-driven market intelligence, rapid prototyping.
- **Business & Strategy:** Lean Startup Methodology, Market Gap Analysis, Financial Modeling, PropTech & Creator Economy trends, Go-to-Market (GTM) planning.
- **Soft Skills & Languages:** Cross-functional Leadership, Venture Ideation, English (Native), Arabic (Limited), Japanese (Elementary).