

Abdallah Alyousef

EXECUTIVE SUMMARY

- Direct experience being second-in-command at a startup, owning and executing sales and operations.
- Has built systems and scaled teams—key in an unstructured, early-stage environment.
- Pivoted from B2C coupons to B2B services for new clients that he generated at Swiggle
 - Turned a failing local coupon model into a profitable B2B partnership channel.
- Personally closed 170+ partnerships.
- Managed 300+ B2B relationships.
- Experience in Full-cycle sales: lead gen, outreach, relationship management, and revenue-driving campaigns.
- Experience in building and selling a tech-enabled service at Swiggle
- Set his own goals and built a lead gen system (ChatGPT+, RocketReach)
- Uses ConnectTeam (a workforce management platform) for operational coordination.
- Comfortable selling tech-enabled services and used digital tools for sales ops and lead generation.
- Understands app-based user engagement and digital placement—strong foundational skills for SaaS sales.
- Comfortable with in-person meetings, networking, and high-touch account management.
- Executed 20+ monthly activations—shows high-volume client interfacing under pressure.
- Hands-on experience in cold outreach, rapid deal cycles, and high-activity roles.
- Has thrived in situations “without a playbook,” which matches the demands of a startup with no set quota or structure.
- Took on the additional responsibility to manage marketing events after the coordinator left
- Strong understanding of brand placement, local market dynamics, and event-based marketing.

WORK EXPERIENCE

Swiggle

Operations Manager

Fort Lauderdale, FL

July 2022 – May 2025

- Directed all sales and operations for a high-growth startup, managing 8 FTEs and 40+ contractors across three active markets.
- Owned and scaled partnerships with 300+ businesses, delivering revenue-driving campaigns and customer retention results.
- Executed 20+ monthly branded activations, managing logistics, staffing, and partner ROI reporting.
- Launched and led Swiggle's internship program, hiring and mentoring talent with multiple full-time conversions.
- Served as second-in-command to the CEO, participating in strategic planning, board updates, and cross-functional initiatives.
- Implemented internal systems to streamline communication and execution across sales, marketing, and product teams.

Prestige Business Solutions

Account Manager

Orlando, FL

May 2022 - July 2022

- Developed foundational B2C sales skills promoting AT&T services in high-volume territory.
- Built rapport with customers through tailored presentations, gaining insight into consumer behavior and objection handling.

Freelancing

Independent Marketing Consultant

Orlando, FL

Nov 2020 - April 2022

- Designed and executed multi-channel marketing campaigns for hospitality and retail businesses.
- Negotiated vendor partnerships with SEO experts and designers, enabling cost-effective service packages.
- Leveraged data analytics to optimize ad spend and customer targeting, improving conversion rates.

- Consulted on brand strategy, staff training, and local community outreach for multiple small business clients.

EDUCATION

University of Central Florida

Orlando, FL

B.S. in Business Administration- Integrated Business

May 2022

- GPA 3.6, Dean's List, “Best Problem Solver: IB 2022”

SKILLS & TOOLS

Core Skills: Sales Strategy, Team Leadership, Event Operations, Operations Management, B2B Marketing, Process Optimization

Tools: Salesforce, Microsoft Office, Canva, Adobe Creative Suite, Slack, CRM Systems

Languages: English (Fluent), Arabic (Fluent)

Interests: Startups, Marketing Strategy, Career Mentorship, Sports Leadership, Discipline & Fitness