

# Ammar Tawil

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## Career Objective

Confident and motivated professional with a robust multidisciplinary background in Engineering, IT, and Digital Engineering. Recently achieved a distinction (Mark: 89) in the UTS Micro credential: Digital Engineering for Infrastructure and Facilities, earning 12 credit points. While new to the infrastructure field, I bring extensive experience in project management, data analysis, and strategic planning, coupled with a strong drive to apply my learning at the highest level. Seeking a Digital Engineering Coordinator role in Sydney or remotely, leveraging recent studies and transferable skills to contribute to infrastructure and renewable energy projects.

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## Core Skills

- Digital Engineering Principles & BIM Fundamentals
  - Project Planning and Compliance Management
  - Common Data Environment (CDE) Implementation
  - Workflow Optimization and Process Improvement
  - Document Management (MIDP, EiXP)
  - Design Coordination, Clash Detection, and Quantity Take-Offs
  - Stakeholder Communication & Reporting
  - AI-Driven Data Analysis and Decision-Making
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## Education

### Graduate Certificate in Technology Management

University of Technology Sydney

(in Progress 2025)

### Micro Credential in Digital Engineering for Infrastructure and Facilities (42127)

University of Technology Sydney (UTS) | GPA: 89

August 2024

- Equipped with practical skills and industry-recognized methodologies for managing infrastructure projects through digital engineering.
- **Key areas of study:** common data environments, survey and existing conditions modelling, design coordination, and quantity take-offs for cost and carbon estimation.
- Hands-on experience with clash detection, data validation, and creating digital representations of infrastructure sites.
- **Digital Tools:** Autodesk Construction Cloud (ACC). Solibri Office, BIM workflows.

### Graduate Diploma in Information Technology

University of Southern Queensland (USQ)

March 2003

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**Certifications**

<b>Python for Data Analytics</b> <i>Institute of Applied Technology</i>	February 2025
<b>Applied Machine Learning</b> <i>Institute of Applied Technology</i>	February 2025
<b>Microsoft Azure AI Fundamentals (AI-900)</b> <i>Microsoft</i>	2024
<b>Certificate III in Warehousing Operations</b> <i>Flexible Training Solutions</i>	2020

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**Technical Skills**

- **Digital Engineering Tools:** Autodesk Construction Cloud (ACC), Solibri, AutoCAD (3D Drawing Interpretation).
  - **Data Management & Analytics:** Common Data Environments (CDE), Quantity Take-Offs, Cost & Carbon Estimation
  - **Document Management:** MIDP (Master Information Delivery Plan), EiXP (Exchange Information Requirements) implementation
  - **Project Management:** Clash Detection, Workflow Optimization, Compliance Matrices
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**Digital Engineering Projects**

- **Common Data Environment Implementation**  
Developed and managed Common Data Environments (CDE) for infrastructure projects, ensuring seamless collaboration and maintaining data integrity.
  - **Clash Detection and Validation**  
Utilized advanced digital engineering workflows to identify and resolve data discrepancies, upholding project requirements and compliance standards.
  - **Digital Quantity Take-Offs**  
Extracted accurate quantities for project planning and cost estimation, enabling data-driven decision-making and improved budget management.
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**Employment**

<b>Business Developer &amp; Operations Manager</b> <b>Australia Smart Trading Pty Ltd., Sydney</b> T/As <b>iBakery®</b> (Bakery Equipment Import & Distribution)	January 2013 – Present
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Led the expansion and operations of iBakery®, a bakery equipment imports and distribution business, overseeing sales, marketing, technical support, and strategic partnerships to drive growth in the Australian market.

#### Key Achievements & Responsibilities:

- **Market Expansion:** Introduced new machinery and international brands Kumkaya Makina and Matas Makina Gida (Turkey) into the Australian market, establishing them as recognized equipment suppliers.
- **Lead Generation:** Drove brand visibility and customer interest through industry exhibitions, product launches, and live equipment demonstrations, resulting in a 25% increase in qualified leads and stronger market positioning.
- **Digital Growth:** Designed, developed, and launched a WordPress website, increasing online inquiries by 40% and enhancing brand visibility.
- **Technical Solutions & Client Optimization:** Conducted client consultations to assess operational challenges and provided customized bakery equipment solutions for efficiency.
- **Sales & Marketing Strategy:** Delivered compelling sales presentations, showcasing ROI benefits, sustainability, and productivity gains of modern bakery machinery.
- **Content Development:** Created promotional materials, instructional guides, and video content, improving customer onboarding and satisfaction.
- **Technical Support:** Provided on-site and remote equipment training, ensuring seamless integration into client operations.
- **Sustainability & Business Growth:** Positioned bakery automation as a long-term investment, enabling clients to increase production efficiency and expand their market presence.

#### Key Achievements:

- **Boosted client productivity** by 30% by introducing automation & robotics in baking processes.
- **Increased repeat business** by 20% by delivering customized automation solutions tailored to client needs.
- **Reduced product launch times** by 25% through process streamlining & regulatory compliance.
- **Secured exclusive supplier contracts**, ensuring competitive pricing and stable supply chains.

#### Business Developer & Operations Manager

January 2020 – December 2023

#### Australia Smart Trading Pty Ltd., Sydney

T/As Yasmine® Fine Food (Pantry Food Import & Wholesale)

Led the growth, operations, and strategic expansion of Yasmine® Fine Food, overseeing business development, marketing, finance, operations, compliance, and distribution. Successfully secured product placement in major retailers (**Woolworths**) and driving market expansion.

#### Key Achievements & Responsibilities:

- **Private Label Launch:** launched private-label product lines, showcased at trade shows and food expos, securing 2nd place in the 'Best New Products' competition (FIA Awards).
- **Market Expansion:** Increased market share by 10% through strategic marketing campaigns and securing product placement in **Woolworths**.

- **Operational Efficiency:** Enhanced accuracy and productivity by 20% through the implementation of Xero Accounting Cloud System and an online ordering platform.
- **Regulatory Compliance:** Ensured smooth product launches by maintaining strict compliance with GS1 labelling standards and Australian food regulations, preventing disruptions or recalls.
- **Brand Protection:** Secured trademarks with IP Australia, safeguarding the brand's integrity and market presence.

#### Key Achievements:

- **Strengthened brand identity** by securing intellectual property protections and ensuring consistent product quality.
- **Maintained strong retail partnerships** by delivering high-quality products that met industry standards and customer expectations.

#### Store Person

January 2014 – December 2018

##### J. Blackwoods & Son Pty Ltd, Greystanes

*(A subsidiary of Wesfarmers Group)*

Worked in distribution centre for one of Australia's leading business supply and safety product distributors. Focused on order fulfillment, and logistics while maintaining compliance with industry regulations.

#### Key Achievements & Responsibilities:

- **Order Accuracy:** Reduced order errors by 15% through meticulous order checking, packing, and dispatch coordination using SEQOS WMS and MyFreight transport systems.
- **Regulatory Compliance:** Maintained full compliance with WHS standards and Chain of Responsibility legislation, ensuring workplace safety and legal adherence.

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#### Core Skills

- Digital Engineering & Strategic Project Support
- Common Data Environment (CDE) Implementation
- Clash Detection & Design Validation
- Quantity Take-Off for Planning, Cost, and Carbon Estimation
- Operations Management & Process Optimization

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#### Soft Skills

- **Adaptability & Flexibility:** Ability to succeed in diverse roles across operations, engineering, and business management.
  - **Analytical Thinking & Problem-Solving:** Skilled in identifies operational improvements and implements solutions to boost efficiency.
  - **Continuous Learning:** Commitment to staying current with industry trends and pursuing professional development.
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## Memberships & Engagements

- **Australian Institute of Project Management (AIPM)** – *(Business & Digital Project Integration)*
  - **AIIA Capability Hub – AI Accelerator Program** – *(AI & Tech Innovation)*
  - **Australian Information Security Association (AISA)** – *(Tech & Security Compliance)*
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## Interests

Passionate about AI-driven business solutions, digital transformation, and operational efficiency. Interested in emerging technologies, automation, and sustainable business practices.

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## Referees

Available upon request