

QUALIFICATION SUMMARY

A people-oriented leader with a proven track record of developing unified visions and leading teams toward their successful implementation. Comprehensive experience in building and sustaining strategic partnerships. Skilled in executing marketing strategies, managing projects, and coordinating events. Committed to continuous improvement and identifying new market opportunities for business growth.

AREAS OF EXPERTISE

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|-----------------------------|-----------------------|-----------------------|
| ✓ Integrated Marketing | ✓ Strategic Marketing | ✓ Team Management |
| ✓ Brand Management | ✓ Negotiation Skills | ✓ Process Improvement |
| ✓ Sales Planning & Analysis | ✓ Rapport Building | ✓ Proposal Writing |
| ✓ Business Acumen | ✓ Research & Strategy | ✓ Analytical Skills |

CAREER HIGHLIGHTS

- Successfully increased revenue of training courses by 81% in my first year (2019), compared to the previous year, through innovative marketing strategies, data-driven decision-making, and outstanding customer service.
- Exceeded the target of training courses by substantial margins in each of the past four years. Achieved 30.5% surpass in 2019, followed by 16% in 2020, 8% in 2021, and 25% in 2022, resulting in an average of 20% annual budget surpass.
- Successfully executed well-designed B2B marketing strategies for educational projects, resulting in a 77% overachievement of the target in my initial year (2019). Maintained this success in the next two years (2020 and 2021) with a surpass of 64% and 28.5%, respectively.
- Increased self-funded student revenue by 15% in my first year (2019), compared to the previous year, by restructuring the sales and marketing teams and implementing intensive training and mentoring programs for all team members.
- Achieved a significant milestone as a student recruitment manager by securing the highest number of self-funded students, in the academic year 2019-2020, since the organization's founding in 2007.
- Created and executed innovative promotional campaigns, resulting in a 25% average conversion rate from qualified leads from 2019-2022.
- Directed and coordinated over 30 offline events, together with the online strategic campaigns, boosting brand awareness and visibility, leading to a substantial growth of 332.5% in followers over a span of 4 years.
- Negotiated and executed marketing barter agreements with new and existing partners, resulting in a total cost savings of over 200,000 JOD in the marketing budget.

RELEVANT PROFESSIONAL EXPERIENCE

Multi Property Marketing & Communication Manager

Aug. 2024 – Present

Marriott International

Amman, Jordan

- *Develop and execute comprehensive marketing strategies for a portfolio of hotels, aligning with business priorities and budgets in collaboration with General Managers.*
- *Serve as the brand guardian, ensuring all marketing initiatives reflect the brand's voice and integrate corporate campaigns.*
- *Partner with Revenue Management to design and implement promotional strategies.*
- *Oversee digital marketing plans, leveraging SEO, paid social media, and third-party opportunities to maximize revenue.*
- *Manage internal and external partnerships, including PR agencies, Marriott Digital Services, and Area Directors of Marketing, to support hotel objectives.*
- *Direct content creation, including collateral, photoshoots, and asset distribution, while monitoring campaign success using advanced reporting tools.*
- *Cultivate strong relationships with stakeholders across departments to drive business growth.*

Business Development & Counselling Manager

Sep. 2019 – Sep. 2023

SAE Institute Amman

Amman, Jordan

Leading cross-functional teams of sales, business development, marketing, and content creators and setting goals regularly for each to ensure alignment with business objectives and drive-forward business growth and performance.

- Directing the marketing and sales teams on conducting offline events and educational exhibits such as university fairs, school visits, and workshops to build relationships with university counselors and potential students.
- Developing and implementing quarterly marketing strategies and campaigns, successfully increasing brand awareness, and driving business growth.
- Managing and motivating a team of 9 full-time sales (B2C & B2B) and marketing employees to improve processes, increase productivity, and achieve revenue targets across three services.
- Managing the annual marketing budget, executing campaigns within budgetary restrictions while optimizing return on investment, and frequently conducting financial analysis to make educated decisions and efficiently allocate resources.
- Directing the marketing team in executing campaigns and developing social media content to boost brand recognition, increase engagement, and drive traffic across all platforms.
- Managing and overseeing the design, production, and distribution of marketing collateral, such as posters and flyers, to ensure the effective and efficient delivery of marketing messages in promoting brand awareness and engagement.
- Managing and regulating the complete event planning process, from logistics and design to content creation and budget management, to deliver a seamless and impactful experience and achieve successful event outcomes.

Senior Career Advisor

Jun. 2018 – Sept. 2019

SAE Institute Amman

Amman, Jordan

Directed and motivated sales, business development, marketing, and content creation teams by setting and regularly monitoring team and individual goals to foster growth and success within the business.

Business & Marketing Lecturer

Oct. 2016 – Jun. 2018

SAE Institute Amman

Amman, Jordan

Delivered high-quality education through engaging course content, designed assessments to evaluate student progress, and integrated up-to-date models into lectures to inspire the practical application of theoretical concepts.

Business Development Officer

Jun. 2013 – Jan. 2015

Benood Oil & Gas Services

Amman, Jordan

Identified and established potential businesses by reaching out to partners and building strategic partnerships with new clients to drive-forward business growth.

Customer Relation Officer

Dec. 2012 – Jun. 2013

Bank of Jordan

Amman, Jordan

Delivered prompt and courteous customer service while building relationships and worked efficiently to achieve individual and branch targets.

CERTIFICATES

- Google Ads Video Certification June 2023
- Google Ads Display Certification May 2023
- Google Ads Search Certification April 2023
- Introduction to Web Design and Development December 2022
- Marketing on Facebook: Managing a Company Page July 2019
- Global Leadership Program – Coventry, England January 2015 – December 2015
- Advanced Career Tutoring Workshops – Coventry England January 2015

EDUCATION

MBA Management, Master's

January 2016

Coventry University

Coventry, England

Financial & Banking Sciences, Bachelor's

September 2012

University of Petra

Amman, Jordan