

Amjad AlMustafa

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Summary

As the Founder & Marketing Trainer at LeaderMas Training, I have a passion for helping professionals and businesses succeed through online training. With over 5 years of experience in marketing and training, I have developed a strong skillset and a deep understanding of how to effectively communicate and engage with learners. I am confident in my ability to develop and deliver top-quality training programs that meet the needs of my clients.

- Digital Marketing Specialist with 5+ years of experience building a digital culture at a large
- Highly skilled in conceptualizing and implementing innovative digital marketing initiatives to boost market impact and expansion, I am committed to exceeding expectations. With a deep understanding of various marketing channels
- And I have very strong analytical skills with the ability to make good sound decisions while in the field
- I possess outstanding verbal and writing skills with the ability to convey the information collected through organized reports, I also can give presentations to help explain the details of the reports.

Experience

LeaderMas Training | istanbul, istanbul

Founder & Marketing Trainer | 05/2021 - Present

Responsibilities:

- Founded and developed LeaderMas Training, a successful online training company
- Creating and managing a training platform, including uploading course materials, organizing lessons, and managing student enrollment. From A to Z
You can view it: LeaderMas.com
- Created and delivered marketing training programs for businesses and professionals
- Developed and executed marketing strategies to drive traffic and leads to the company's website and training programs
- Created and managed the company's social media and email marketing campaign
- Oversaw the day-to-day operations of the company, including team management and financial planning
- Developing and delivering engaging and effective marketing courses and lessons for students.
- Providing one-on-one coaching and support to students during live online courses or through email, messaging, or other communication channels.
- Evaluating student progress and providing feedback to help students improve their marketing skills.

Achievements:

- Successfully grew LeaderMas Training from a one-person operation to a team of several employees
- Increased the company's website traffic by +10% through targeted marketing campaigns per month
- Achieved 7.2% conversion rate on lead generation campaigns
- Helped +50 clients increase their marketing skills and achieve their business goals through training programs
- Achieved a 290% return on investment (ROI) from social media ad spend by optimizing ad targeting and creative.
- Achieved a ROAS +6 through targeted Facebook and Instagram ad campaigns
- Generated +2000 leads through social media ad campaigns
- Improved ad engagement and reach on Facebook and Instagram by implementing a content calendar and regularly posting relevant, high-quality content.
- Successfully launched a new product or service using social media ad campaigns, resulting in 16 sales in the first month.

Syriatel Mobile Telecom | Damascus, Damascus Governorate

Digital Marketing Specialist | 01/2020 - 05/2021

Main Tasks

- Translating clients' goals into actionable & measurable digital marketing programs.
- Delivering multichannel campaigns across apps, SMS, and social media
- Preparing the yearly forecast of the potential number of customers
- Review designs, artworks slogan, and content follow up a media plan
- Monitor the competitor's activities, study their impacts, and come up with the appropriate competitive solutions.
- Investigate the implementation of ongoing loyalty & retention programs
- Handle customers' complaints and inquiries received

- Worked with departments across the company, including marketing and project management, in developing new ideas, initiatives, products, and services
- Provided customer service and was involved in training of new team members each month

Achievements:

- App sales boosted significantly by 35% in one year.
- The percentage of activation of bundles and services incremented through the "Akrab Elik" application by 62% in one year.
- Surpassing the expected annual revenues by only 7 months.

Syriatel Mobile Telecom | Damascus, Damascus Governorate Marketing Research Specialist | 01/2017 - 12/2019

Main Tasks

- Conduct training sessions for all in-house research projects task force
- Create a questionnaire with statistical and research questions.
- Monitor telemarketing calls with customers during data collection
- Analyze the collected data correctly and smartly by using statistical software such as QPS and SPSS
- Illustrate data graphically and translating complex findings into written text, then produce the final report and write down conclusions & recommendations in a clear, direct, and logical way.
- Organize qualitative focus-groups sessions
- Handle any out-source survey conducted via external research providers

Achievements:

- Received an appreciation letter from Syriatel due to the implementation of "Cash with Bassem" TV show survey that increased the revenue of the company.
- Supervised the training of new employees in the field of marketing research and data collection (telemarketing team).
- Saved time by coming up with efficient analysis excel templates using some advanced.
- Analyzing demographic data, shopping habits & how much people are willing to spend.

United Nations Population Fund (UNFPA) | Damascus, Damascus Governorate Monitoring And Evaluation Specialist | 01/2018 - 06/2018

I worked as third-party monitoring in UNFPA's (WGSS) project

Main Tasks

- Develop the overall framework Development of methodologies, tools and Beneficiaries & satisfaction survey
- Produce reports on M&E findings and prepare presentations based on M&E data as required.
- Supervise 50 employees from all governorates to collect data Development of methodologies, tools, and templates

Level Up Training | Damascus, Damascus Governorate Marketing Supervisor | 12/2014 - 01/2017

Main Tasks

- Delivering multi-channel campaigns across e-mail, web, mobile, and social media.
- Carrying out in-depth market research of current and potential clients.
- Develop marketing strategy and write action plans to attain specific objectives.
- Measure and evaluate programs as required.
- Interview, select, evaluate, counsel, and terminate all Team Members.
- Coordinate entire internal marketing as well as promotional efforts inclusive of merchandising, public relations, community relations, information, events, and demos.

Achievements

- Develop creative advertising concepts.
- Identifying gaps in the market place
- Increase sales through digital tools by 130%

Skills

Team Leadership, Data Analysis, Digital Marketing, Business Planning, Conversion Optimization, Social Media Marketing, Advertising, Lead Generation

Education

Syrian Virtual University SVU | Damascus, Damascus Governorate
Master's degree in Technology Management (PMTM) | 01/2022

Damascus University | Damascus, Damascus Governorate
Bachelor's degree in Business, Management | 01/2018

Languages

English, Arabic