

## Amjad AlMustafa

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### Summary

Experienced digital marketing specialist with a strong track record of delivering exceptional results for clients. As a freelance professional, I am dedicated to helping businesses harness the power of digital marketing to achieve their goals and maximize their online presence. With a comprehensive understanding of various marketing channels and a knack for innovative strategies, I offer tailored solutions that drive growth and enhance brand visibility.

### My Website & LinkedIn:

[Amjad.leadermas.com](http://Amjad.leadermas.com)

[linkedin.com/in/amjad-al-mustafa/](https://linkedin.com/in/amjad-al-mustafa/)

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## Experience

### English Steps

Freelance Digital Marketing Specialist | 09/2024 –02/2025

Remote

#### Summary:

English Steps is an English language institute based in Turkey, offering English courses to both Arabic and Turkish speakers. As a freelance digital marketing specialist, I am responsible for designing and managing their website, social media, advertising campaigns, and overall online presence.

#### Key Responsibilities:

- Designed and developed the company's website: [English Steps](http://English Steps).
- Managed all aspects of the website, including content updates, SEO optimization, and user experience enhancements.
- Created and executed social media strategies to increase brand awareness and engagement.
- Planned and managed digital advertising campaigns to attract new students and increase course enrollments.
- Monitored and analyzed website and campaign performance, providing actionable insights to improve results.
- Collaborated with the team to ensure the website and marketing materials aligned with the company's mission and goals.

#### Achievements:

- Successfully launched the new website, improving user experience and accessibility for students.
- Increased website traffic and engagement through targeted social media and advertising campaigns.
- Enhanced the institute's online presence, leading to higher course enrollment rates.

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## **Finery Istanbul**

Freelance Digital Marketing Specialist | 09/2024 - 01/2025

Remote

Summary:

Finery Istanbul is a wholesale fashion company specializing in women's clothing, including dresses, hijabs, bags, and shoes, catering to retailers in the Gulf region. As a freelance digital marketing specialist, I am responsible for designing and managing their website, digital advertising, and data collection for traders.

Key Responsibilities:

- Designed and developed the company's website, ensuring a seamless user experience and modern design.
- Managed all aspects of the website, including product listings, content updates, and SEO optimization.
- Created and executed digital advertising campaigns to attract new traders and increase sales.
- Collected and analyzed data from traders to improve marketing strategies and target the right audience.
- Managed social media accounts, creating engaging content to promote the brand and its products.
- Collaborated with the team to ensure the website and marketing materials aligned with the company's vision and mission.

Achievements:

- Successfully launched the new website, improving the company's online presence and accessibility for traders.
  - Increased website traffic and engagement through targeted digital advertising and social media campaigns.
  - Enhanced the company's brand visibility, leading to higher sales and trader engagement.
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## **Maxart Advertising and Marketing**

**Digital Marketing Manager | 04/2024 - 09/2024**

**Dubai, United Arab Emirates · On-site Damascus, Syria**

### **Summary:**

As a Digital Marketing Manager at MaxArt Advertising, I was responsible for developing, implementing, and managing marketing campaigns that promoted the company's products and services. My role enhanced brand awareness within the digital space, drove website traffic, and acquired leads/customers. I maintained direct communication with clients to understand their needs, provide updates, and ensure satisfaction. I collaborated closely with content creation, social media, and other marketing teams to ensure cohesive marketing strategies.

### **Key Responsibilities:**

- Developed and executed digital marketing strategies to achieve business goals.
- Managed and oversaw various digital marketing channels (SEO, SEM, social media, email marketing, etc.).
- Analyzed and reported on the performance of digital marketing campaigns.
- Collaborated with internal teams to create landing pages and optimize user experience.
- Identified trends and insights to optimize spend and performance.
- Planned and executed all web, SEO/SEM, email, social media, and display advertising campaigns.
- Measured and reported performance of all digital marketing campaigns, assessing against goals (ROI and KPIs).
- Brainstormed new and creative growth strategies through digital marketing.
- Evaluated end-to-end customer experience across multiple channels and touchpoints.
- Oversaw and managed all contests, giveaways, and other digital projects.
- Maintained direct communication with clients, providing updates on campaign performance and ensuring satisfaction.
- Developed and maintained strong relationships with key clients, acting as a point of contact for all digital marketing-related inquiries.

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## **Freelance**

**Digital Marketing Executive | 01/2023 - 04/2024 Remote**

- Planned and executed all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Designed, built, and maintained social media presence.
- Measured and reported performance of all digital marketing campaigns, assessing against goals (ROI and KPIs).
- Identified trends and insights, and optimized spend and performance based on the insights.
- Brainstormed new and creative growth strategies.
- Planned, executed, and measured experiments and conversion tests.
- Collaborated with internal teams to create landing pages and optimize user experience.
- Utilized strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touchpoints.
- Instrumented conversion points and optimized user funnels.
- Collaborated with agencies and other vendor partners.
- Evaluated emerging technologies and provided thought leadership and perspective for adoption where appropriate.

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## **LeaderMas Training**

**Founder & Marketing Trainer | 05/2021 - 07/2023**

**Istanbul, Turkey, Remote**

### **Responsibilities:**

- Founded and developed LeaderMas Training, a successful online training company.
- Created and managed a training platform, including uploading course materials, organizing lessons, and managing student enrollment. From A to Z.  
You can view it: [LeaderMas.com](https://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 campaigns.
- Oversaw the day-to-day operations of the company, including team management and financial planning.
- Developed and delivered engaging and effective marketing courses and lessons for students.

- Provided one-on-one coaching and support to students during live online courses or through email, messaging, or other communication channels.
- Evaluated student progress and provided 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 a 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.

### **Syntacl Mobile Telecom | Damascus, Damascus Governorate**

#### **Digital Marketing Specialist | 01/2020 - 05/2021**

##### **Main Tasks:**

- Translated clients' goals into actionable & measurable digital marketing programs.
- Delivered multichannel campaigns across apps, SMS, and social media.
- Prepared the yearly forecast of the potential number of customers.
- Reviewed designs, artworks, slogans, and content, following up on a media plan.
- Monitored competitors' activities, studied their impacts, and came up with appropriate competitive solutions.
- Investigated the implementation of ongoing loyalty & retention programs.
- Handled customers' complaints and inquiries.

- 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 new team members each month.

**Achievements:**

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

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**Syntacl Mobile Telecom | Damascus, Damascus Governorate****Marketing Research Specialist | 01/2017 - 12/2019****Main Tasks:**

- Conducted training sessions for all in-house research projects task force.
- Created questionnaires with statistical and research questions.
- Monitored telemarketing calls with customers during data collection.
- Analyzed collected data correctly and smartly using statistical software such as QPS and SPSS.
- Illustrated data graphically and translated complex findings into written text, then produced the final report and wrote down conclusions & recommendations in a clear, direct, and logical way.
- Organized qualitative focus-group sessions.
- Handled any out-source survey conducted via external research providers.
- Received an appreciation letter from Syriatel due to the implementation of the "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).
- Analyzed demographic data, shopping habits, and how much people are willing to spend.

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

### **Main Tasks:**

- Developed the overall framework for methodologies, tools, and beneficiaries & satisfaction surveys.
- Produced reports on M&E findings and prepared presentations based on M&E data as required.
- Supervised 50 employees from all governorates to collect data and develop methodologies, tools, and templates.

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### **Level Up Training | Damascus, Damascus Governorate**

#### **Marketing Supervisor | 12/2014 - 01/2017**

### **Main Tasks:**

- Delivered multi-channel campaigns across email, web, mobile, and social media.
- Carried out in-depth market research of current and potential clients.
- Developed marketing strategies and wrote action plans to attain specific objectives.
- Interviewed, selected, evaluated, counseled, and terminated team members.

### **Achievements:**

- Developed creative advertising concepts.
- Identified gaps in the marketplace.
- Increased sales through digital tools by 130%.

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### **Skills**

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

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## **Education**

### **Syrian Virtual University SVU | Damascus, Damascus Governorate**

#### **Master's degree in Technology Management (PMTM) | 01/2022**

- Proficient in analyzing business processes and identifying opportunities for technological integration and optimization.
- Skilled in assessing and implementing innovative solutions to enhance operational efficiency and productivity.

- Extensive knowledge of emerging technologies and trends, enabling strategic decision-making and competitive advantage.
- Ability to lead cross-functional teams and communicate effectively with technical and non-technical stakeholders.
- Strong project management skills, including planning, execution, and monitoring of technology initiatives.
- Proficient in evaluating risks and implementing effective risk mitigation strategies in technology-driven environments.
- Strong problem-solving and critical-thinking abilities to address complex business challenges.

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## **Damascus University | Damascus Governorate**

### **Bachelor's degree in Business, Management | 01/2018**

- Proficient in analyzing market trends, consumer behavior, and financial data to make informed business decisions.
- Ability to conduct economic research, gather relevant data, and perform quantitative and qualitative analysis.
- Strong knowledge of supply and demand dynamics, pricing strategies, and competitive market forces.
- Ability to evaluate the feasibility and profitability of business ventures through cost-benefit financial modeling.
- Proficient in using economic data and statistical software for data analysis and forecasting.

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## **Languages**

English, Arabic

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Let me know if you need any further adjustments