



Strategic Brand Manager with 6+ years' experience boosting visibility, market share, and engagement across telecom, education, and startups. Skilled in brand strategy, multi-channel campaigns, budget control, and consumer insights. Proven record of driving ROI through digital marketing, data-driven decisions, and strong partnerships.

Key Achievements

- * Increased brand visibility by 35% through multi-channel partnerships.
- * Improved customer retention by 20% via rebranding initiatives.
- * Managed budgets >\$200K with measurable ROI and 15% cost savings.
- * Spearheaded CSR initiatives engaging 10,000+ participants, strengthening brand reputation.

Experience

MeemAin — Brand & Community Manager

August 2023 - Present
Khobar, Saudi Arabia

- * Developed and executed brand-aligned marketing strategies, enhancing customer experience and retention.
- * Conducted data-driven market research to optimize product design and outreach.
- * Managed multi-channel campaigns and high-impact events, boosting brand loyalty.
- * Integrated AI and digital tools into campaigns to improve efficiency and reach.

MAZZ Startup — Brand & Community Manager

January 2023 - August 2023
Khobar, Saudi Arabia

- * Led go-to-market strategies, aligning branding with sales and product goals.
- * Managed budgets and financial reporting to ensure cost-effective campaigns.
- * Built and nurtured partnerships with vendors and community stakeholders.

Core Experience

- * Brand Strategy & Positioning
- * Market Research & Consumer Insights
- * Multi-Channel Campaign Execution
- * Budget Management & ROI Optimization
- * Digital Marketing & Social Media Trends
- * Cross-functional Collaboration
- * Data Analysis & Brand Performance Tracking
- * Vendor & Partnership Management

Builder • AI & Product

- * Ruzma - www.rumza.co
All-in-one freelancer management - Shipped
- * OneDesigner- www.onedesigner.app
AI matching for clients & designers - In progress

Zain Jordan — CER Divison Team Member

April 2018 - May 2022
Amman, Jordan

- * Designed and executed large-scale programs with \$200K+ budgets.
- * Applied data analysis to optimize program outreach, reducing costs by 15%.
- * Strengthened brand reputation through CSR initiatives engaging 10,000+ participants.
- * Won 1st place in company-wide competition for strategic brand storytelling.

Onex Startup — Branding & Marketing Specialist

May 2022 - December 2022
Remotely

- * Executed B2B brand strategies that secured 18+ international deals worth \$80K+.
- * Improved internal & external communication through structured analytics.

Extra Experience

Design Battlefield — Founder

January 2015 - November 2021
Saudi Arabia & Jordan

- * Built a creative community with 40,000+ social media followers and 5,000+ event attendees.
- * Secured partnerships with sponsors and influencers to drive brand visibility.

Training & Programs

Design Strategy, IDEO U

Specialized training in aligning design with business strategy to achieve competitive advantages.
Issued Dec 2024

AI X Design Thinking, IDEO U

Leveraged AI tools to innovate user-centered design processes.
Issued Dec 2024

McKinsey Forward Program, McKinsey

Issued May 2023

Brand Strategy, The Futur

March 2021 - May 2021

Design, Co-creation and Entrepreneurship in Times of Overlapping Crises, Goethe-Institut (Lebanon)

Issued May 2021

Languages

Arabic — Native

English — Fluent

Leadership

- * Managed teams of 3-10+ members across marketing, branding, and event management functions.
- * Mentored junior staff, improving productivity and fostering a high-performing work culture.

Achievements

Tabadol Fellow - Injaz AlArab Lebanon

The Asfari Foundation and makesense
May 2022

Won in 1st place a company-wide internal competition judged by executive leadership, creating the winning video concept that best visualized Zain's 5-year strategic transformation

Zain Jordan

August 2018

BADIR Fellow

International Youth Foundation (IYF)
November 2017

Secured 1st Place in Ebtkarthoon Competition (2017) for a creative approach to design and social impact.

Jordanian Hashemite Fund for Human Development (JOHUD)
August 2017

Education

Philadelphia University

Bachelor Degree of Interior Design
September 2014 - February 2018