

Mais Daod

Amman, Jordan | +962776611226
eng.omosh@gmail.com | <https://maisdaod.com>

Google-Certified Digital Marketing Engineer. Experienced in Social Media Marketing, Search Engine Optimization, and Search Engine Marketing. A branding strategist and a professional bilingual copywriter.

PROFESSIONAL EXPERIENCE

Freelance Digital Marketer

2019 - Present

Collaborated with a wide range of clients - in industries including hospitality and tourism, food and beverage, fitness, art, fashion, education and government - to transform their vision into a powerful online presence through digital marketing.

- Design, build, and maintain social media presence for 20+ clients
- Measure and report performance of all digital marketing campaigns and assess against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights
- Managing the digital marketing budget, including allocating budgets across different channels and platforms
- Brainstorm new and creative growth strategies
- Collaborate with agencies and other vendor partners

Head of Marketing Department

Jul 2021 - Dec 2021

She Chocolate Group, Amman

As Head of Marketing at She Chocolate Group (a prominent Jordanian manufacturer of women's clothing) I was responsible for creating strategic plans to establish and enhance the brand presence, which improved the productivity of my team and resulted an increase in sales

- Craft strategies for all Digital Marketing teams, including Digital, Advertising, Communications, Photography, and Online Sales
- Prepare and manage budgets for the Marketing department
- Set, monitor, and report on team goals
- Design branding, positioning, and reputation strategies
- Ensure that the brand message is strong and consistent across all channels and marketing efforts
- Focal point with governmental and private organizations (local and international) that provide grants and business opportunities
- Managing operations of brand's influencers marketing campaigns to get maximum impact for the campaigns
- Identify opportunities to reach new market segments and expand market share
- Monitor competition (acquisitions, pricing changes, and new products)
- Coordinate sales and marketing efforts to boost brand awareness

Digital Marketing Manager

Mar 2015 - Dec 2020

Jordan Arts & Crafts Center, Amman

Being technical-abled allowed me to translate the visions of the center into marketing plans

- Create, implement, and report on social media marketing plans
- Create, integrate, and moderate social profiles
- Bilingual content creation (branding, positioning, awareness)
- Community/audience development (through targeted campaigns, advertisements, email marketing, and public relations)

- Social event management & live event coverage
- Analyze consumer behavior and determine customer personas
- Launch an online store (product photography, layout and design, SEO, launching campaigns, payments, reporting, etc.)

Computer Engineer (Software & Hardware)

Taj Cinemas, Amman

Apr 2013 - Jan 2014

Digital Front Ltd., Amman

Feb 2012 - May 2013

Al Rajeh for Computer Technology, Amman

Sep 2010 - Dec 2011

EDUCATION

Bachelor of Engineering (B.E.) - Computer Engineering

2012

Faculty of Engineering Technology Balqa'a Applied University, Amman

LICENSES & CERTIFICATIONS

Digital Marketing License

2020

Google - 7AQ JW8 4BQ HQ6 CEE A5L

Management and Administration

2019

Amman Chamber of Commerce

Organizational Design & Development

2018

Google

Digital Marketing

2016

Amman Chamber of Commerce

Business Development via Social Media

2016

Amman Chamber of Commerce

MEMBERSHIPS

Arab Women Engineers

2013

Arab Engineers Federation

2013

Jordan Engineers Association

2012

VOLUNTEER

Community Volunteer

Jul 2014 - Oct 2014

Care International - Azraq Camp

Designed and developed an internal system to manage the refugee's data, in addition to monitoring and evaluation, community development and case management.

Community Volunteer

Dec 2012 - Feb 2015

Al Farha Charitable Association

Food distribution for poor local families and Syrian refugees, Winter Clothes Distribution campaigns, developed a system to organize the database and internal files.