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## TUQA AL-SHEIKH



### Reach me at

- +4917620163138
- [tuqa.kais@gmail.com](mailto:tuqa.kais@gmail.com)
- [LinkedIn](#)
- Berlin, Germany.

### Skills

- Content Creation
- Storytelling
- Media Pitching
- SEO optimization
- Event Planning
- Design (Figma and Microsoft Publisher)
- Proficiency in HubSpot
- Proficiency in Asana and Confluence

### Languages

Arabic: Native

English: Fluent

### Personal Statement

As a dedicated communications professional with a Master's degree in Marketing and over 6 years of experience, my career has been driven by a deep commitment to sustainable development and a thorough understanding of the media landscape. Based in Berlin, I have honed my skills in utilizing platforms like HubSpot and Figma, alongside analytical tools such as Google Analytics, to elevate digital campaigns and websites to their maximum potential. My approach to digital marketing is both creative and analytical, evidenced by my successful track record in generating compelling content and managing ad campaigns independently.

### Education

MSc Marketing, University of Law - UK, attended at GISMA, Berlin, Germany. (2023)

BSc Information Engineering - Networks Department, Baghdad, Iraq. (2017)

Associate's Degree, Leadership, Law, and Social Justice, The University of Texas at Austin, USA. (2015)

### Experiences

#### 1. Marketing Working Student - Forto Logistics; Berlin, Germany - May 2023 - December 2023



- Managed and curated social media content; taking charge of **social media calendar creation**, ensuring it aligns with brand values and audience interests.
  - Translated **complex technical concepts** and methodologies into a user-friendly content, ensuring clarity and comprehension for diverse audiences.
  - Coordinated with departments for **unified event and content support**, and managed projects using tools like **Asana** and **Trello**.
  - Leveraged the full capabilities of **HubSpot** for executing and monitoring content, tracking campaigns performance and gather insights for future strategies.
  - Utilized designing tools like **Figma** and **Canva** for designing
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## Training

- Digital Copywriting Program (2022)
- UNITAR Hiroshima - Iraq Fellowship in Youth Entrepreneurship and Leadership (2018-2021)
- IYLEP – United State Iraqi Young Leaders Exchange Program.

## Volunteer work

- Director of Storytelling and Social media, World Merit. (2018)
- Lead organizer in a Digital Marketing and Entrepreneurship 101 workshop. (2018)
- Speakers coach - TedxBaghdad (2015 - 2017)

## References

- Abdullah Al-Doori  
M&E Officer at GIZ.  
Email:  
Abdullah.aldoori@giz.de
- Dennis Lohmann  
Advisor for  
Communication &  
Visibility at GIZ  
Email:  
dennis.lohmann@giz.de

visually appealing, including newsletters and digital graphics.

- Used analysis tools **SimilarWeb** and **Google Analytics** to analyze website traffic and user behavior.

### 2. Communications and Visibility Officer, Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH; Baghdad, Iraq - August 2019 – August 2022



- Oversee daily **communication operations**, ensuring effective coordination with external providers and adherence to GIZ's standards.
- Responsible for delivering superior **PR materials**, emphasizing targeted outreach to specific audiences.
- **Wrote and developed engaging articles** for project activities, collaborating with the team for content accuracy. Creating key communication assets like **fact sheets** and **digital content**, ensuring informativeness and visual appeal.
- Actively identified skill gaps in marketing within the team and among partners, **implemented digital marketing training** to enhance overall communication competencies.
- **Advised** on various aspects of **media production**, including the selection of external service providers. This involves assessing quality, cost-effectiveness, and suitability for GIZ's needs.

### 3. Marketing Analyst - ZainCash, Zain Iraq; Baghdad, Iraq - August 2017 - August 2019



- Executed and strategized **Google AdWords campaigns**, focusing on both website and application promotions.
- Led **social media campaigns** across multiple platforms, ensuring effective content delivery, budget adherence, and audience engagement.
- Utilized **WordPress for website design and development**, enhancing user experience and brand presence online.
- Conducted **ROI assessments** to evaluate the effectiveness of marketing strategies and campaigns.
- Managed various **paid campaigns**, including **CPC, CPM, and Google Display Network**.