

# GHASSAN ALSAYYED

• Dubai • United Arab Emirates • +971 5 4422 0077 • E-mail: ghassan.alsayyed72@gmail.com

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## Position Sought

### -CORPORATE DEVELOPMENT MARKETING & Digital Marketing EXPERT-

### أخصائي تطوير أعمال وتسويق إلكتروني

Strong leader who consistently takes the most challenging projects, builds exceptional teams, and drives significant ROI. Recent results include a 300%+ increase in lead generation, a 69% boost to sales figures and a 270% rise in organic search traffic.

Managed teams of up to 56 and controlled annual budget of \$35M+.

- Combines broad-based traditional marketing background with specialist expertise in **digital marketing**, and leverages prior copywriting experience to optimize ROI campaigns and budget efficiency.
  - Expertise in multiple digital marketing disciplines, including social, content, and email marketing.
  - Proven success in driving results through social media, community engagement, and copywriting.
  - Results have included **triple-digit sales growth** and **massive leaps in audience engagement**.
  - **Extremely passionate and knowledgeable about digital media.**
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### AREAS OF EXPERTISE & SKILLS INCLUDE:

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|------------------------------|--------------------------|-------------------------|
| ▪ Digital Marketing Strategy | ▪ Social Media Marketing | ▪ Customer Engagement   |
| ▪ Lead Generation            | ▪ Emerging Technologies  | ▪ Brand Building        |
| ▪ Web Analytics              | ▪ Budgeting & Planning   | ▪ Content Creation      |
| ▪ Problem-Solver             | ▪ Audio/Video Editing    | ▪ Process Reengineering |
| ▪ Lead group discussions     | ▪ Accepts Responsibility | ▪ Creates Ideas         |
| ▪ Meets deadlines            | ▪ Implement Decisions    | ▪ Hard Worker           |
| ▪ Self-Starter               | ▪ Interpersonal Skills   | ▪ Organizational Skills |
| ▪ E-Mail Marketing           | ▪ SEO / SEM              | ▪ CRM Integration       |
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### SIGNIFICANT CONTRIBUTIONS (SUMMARY)

- Promoted to build new department with accountability for web analytics, lead generation/landing page design, social media strategy, multivariate testing, email marketing, blogging, and podcasting. Currently lead team of 18 and manage annual project billings of approximately \$5M with client base of 80+ small to mid-size businesses.
- Built team from the ground up and began to generate revenue within 9 months by providing SEO and marketing services to existing clients as well as to other agencies.
- Established proprietary approaches to social media management, mobile marketing and content marketing.
- Closed major deals worth hundreds of thousands of dollars and **delivered a 317% increase in leads**.
- **Drove 69% increase in online sales** for automotive client after leading cross-functional team to assess and revamp website. Client was able to reduce marketing costs 47% as a result of this success.
- **Increased conversion rates 3x** for e-commerce website after leading complete redesign of landing pages in line with current best practice thinking.
- **Achieved good Google rankings** for several clients within only 6 months and increased organic search traffic by an average of 270%.
- **Reengineered production processes** including new project management and QA procedures.
- **Improved quality while cutting production costs 22%** through implementation of a new standards-based CSS methodology. Eliminated internal barriers by integrating design, production and SEO.

### Selected client projects:

- Led project to replace outdated CRM system, with new system allowing for careful audience segmentation and much-improved analytics.
- Partnered with managers across the company to create and execute 25+ highly targeted digital campaigns.
- Drove a 16% increase in CTR by involving product managers in the design of creative briefs.
- Developed integrated marketing strategy that grew brand recognition by 32%.
- **Boosted client retention rates 17%** and cut annual outsourcing costs 35% by network infrastructure.
- **Improved client service and project management** by redesigning company's website to integrate client portal with in-house project management system.
- **Social Media & Community Management:** Established strong social media presence across Facebook, Twitter, Pinterest, YouTube, and other key sites for all 10 brands.
- **Copywriting & Content Development:** Developed SEO/viral-optimized content for 10 websites, writing many blog posts, site copy, and promotional messages. Successes include authoring several articles that were picked up by national US and European media outlets.
- **PPC Advertising:** Oversaw multiple successful search, display, and mobile advertising campaigns, including writing and testing ad copy. Consistently increased click-through rates and ROI on PPC advertising, driving improvements of up to 150% over prior results.
- **Email Marketing:** Revamped email marketing content plans and schedule for the top sites, delivering an unprecedented average 57% open rate (formerly 12%) by dramatically improving content and headlines.
- **Growing social media presence:** Ensured each brand maintained its own individual voice and targeted the right audience.
- Provided expertise to small business owners looking to drive sales leaps through search engine optimization and paid search advertising.

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### RELATED PROFESSIONAL EXPERIENCE (24YRS +)

- ☑ **Business Development Manager** (Sept. 2021 – Present)  
at Deutsche Aligner Dental Supplies (Dubai Branch)
- ☑ **Business Development and Marketing Manager** (August 2011 – Present)  
at Creative Center Company Medical & Dental Supplies (Dubai & Amman Branches)
- ☑ **Marketing Manager** (January 2007 - August 2011)  
at Zafeer Int'l Industry & Trade Co. (Dubai, Amman and Arbil Branches)
- ☑ **Marketing & Projects Manager** (January 2004 - December 2006)  
at Manarat Educational & Management Consultancy Dubai (Training, Edu. & Consulting Services Group)
- ☑ **Deputy Manager & Sales Manager** (May 1997 - December 2003)  
at Dar Al Manhal Publishers & Distributors (Publishing & Educational equipment Co.)

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### RELATED EDUCATIONAL & PROFESSIONAL DEVELOPMENT

- ✍ **A Legal Framework for Ease of Doing Business for Foreign Direct Investment Promotions (Co-Creation)**  
Training Institute: JICA – JAPAN

- ✍ **Principal's Transformation Leadership (Training) Training Institute:** WIKI Clouds Academy
- ✍ **Internal Auditor for Quality Management 9001 (Training)** - Business Improvement Technical Team
- ✍ **Foreign Trade Investments (Training) Training Institute:** Arab Planning Institute – Kuwait
- ✍ **Business Combinations & Consolidations According to IFRS (Training)** - JORDAN Summit House for Training.
- ✍ **Developing Performance Measurement for Services Excellence** - Educational Techniques & Skills (ESTA)
- ✍ **IAS & IFRS with the latest Amendments (Training)** - Pioneers Training Academy - Amman
- ✍ **QMS ISO 9001 Lead Auditor (Training)** - Creative Center for Training Systems
- ✍ **Trade & Development (Training)** - Arab Planning Institute - Kuwait
- ✍ **Institutional Reform Policies (Training)** - Arab Planning Institute - Kuwait
- ✍ **SPSS Workshop (Training)** - International Institute for Development & Training - Amman
- ✍ **Strategic Planning (Training)** - Bayt Al-Qimmah Cultural Center - Amman
- ✍ **Effective Management Skills (Training)** - Manarat Educational Consultancy - Dubai
- ✍ **Customer Services Skills (Training)** - Manarat Educational Consultancy - Dubai
- ✍ **Hermann BDI Trainer Award (Training)** - Manarat & HRD Academy - UK
- ✍ **Management Process Session (Training)** - Manarat Educational Consultancy - Dubai
- ✍ **Decision Making for Leaders (Training)** - HRD Academy - UK
- ✍ **Leadership Skills (Training)** - HRD Academy - UK
- ✍ **International Distinguished Trainer Award (Training)** - Institute of Leadership & Management - UK
- ✍ **Bachelor's Degree in Science Hons in Economics** International University )1990 – 1994( Islamabad - Pakistan Excellent Grade

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## REFERENCES

**Dr. Odeh Abo Odeh**

**Job:** CEO office - **Company Name:** RTA– **Mob.:** +971.569516608 - **Email:** [odehadel7@gmail.com](mailto:odehadel7@gmail.com)

**Eng. Khaled Al-Bilbaisi**

**Job:** Executive Manager - **Company:** Dar Al-Manhal Publishers– **Mob.:** +962.789800500 - **Email:** [bilbaisi@gmail.com](mailto:bilbaisi@gmail.com)

**Dr. Ayman Sharayri**

**Job: Consultant** - **Company:** Ministry of Industry & Trade – **Mob.:** +962.796861055 **Email:** [ayman.sharairi@ccd.gov.jo](mailto:ayman.sharairi@ccd.gov.jo)