

AHMAD ALZAIDI

Marketing Director

Al Dora, Baghdad

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info@ahmadalzaidi.com

Date of birth 1997/01/04 Nationality Iraqi
Place of birth Baghdad

LINKS

Websites, linkedin, instagram

PROFILE

Ahmad is a results-based marketing specialist with 7 years of experience in planning and executing influential campaigns. Skilled in team collaboration, creative strategy building, and producing compelling marketing content, he has worked across various companies and industries. Salah has a strong track record in offline and online marketing, social awareness campaigns, and corporate social responsibility, including work for a major national security body. He is eager to join a dynamic team to drive innovation and achieve impactful results.

EMPLOYMENT HISTORY

❖ **Marketing Specialist, Anywhere Company** Mar 2018 — May 2019
Baghdad

- Analyzed marketing data to identify trends and develop insights that informed future marketing decisions
- Developed marketing campaigns to increase brand awareness and customer acquisition
- Collaborated with marketing and sales teams to improve content marketing and cross-promotional initiatives

❖ **Marketing Executive, Haider Hassan Aluminum** Feb 2020 — Jan 2021
Baghdad

Develop and execute marketing strategies, create and manage content, analyze market trends, maintain client relationships, manage budgets, coordinate with teams, and track campaign performance.

❖ **Project Manager, HRES** Feb 2021 — Jan 2022
Baghdad

- Developed a budget tracking system that identified areas of cost savings and improved resource utilization
- Utilized Agile methodology and tools to ensure a successful product launch
- Created an effective risk management plan that identified, assessed, and mitigated risks to the project

❖ **Creative Director, HRES** Jan 2022 — Oct 2023
Baghdad

- Developed a visual language that unified the company's messaging across all channels
- Developed a comprehensive visual identity system that unified the company's brand across all marketing channels
- Designed a series of advertising campaigns that increased brand awareness by X%

❖ **Marketing Director, SMEG-IQ** Nov 2023 — Aug 2024
Baghdad

- Implemented a data-driven approach to optimizing marketing performance, resulting in a X% reduction in cost-per-acquisition
- Developed and implemented a comprehensive marketing strategy that increased brand awareness by X% and drove a X% increase in sales
- Managed a team of X marketing and design professionals to develop and execute marketing campaigns
- An internal marketing team with the company's outlets' tasks and aspirations and general experience in the devices and outlets market.

EDUCATION

❖ **Iraqi University** Dec 2014 — Jul 2018
Bachelor of Media Baghdad

SKILLS

Director *Expert* Producer *Expert*
Leadership Skills *Expert* Time Management *Expert*
Creative Director *Expert* Problem Solving *Expert*
Content Creator *Expert*

COURSES

❖ **Marketing strategy** Feb 2021 — Mar 2021
Udemy

❖ **Creative Direction** Mar 2021 — Apr 2021
Workshop Sync school

❖ **Content written** Apr 2021 — May 2021
Learn'n digital

FREELANCE

❖ **Creative Director**
National Security Advisory Baghdad

❖ **Directing and advertisement**
Tamata Company Baghdad

❖ **Directing and advertisement**
TUONO Kitchen Company Baghdad

❖ **Creative Director**
AUX international for electrical appliances Baghdad

Implemented 4 TV commercials

❖ **Creative director and Copywriter**
Saj Al Reef TV commercial

❖ **Content Creator**
lozan beauty center Baghdad

LANGUAGES

Arabic *Native speaker* English *Good working knowledge*