



Malek Z. Abu Ghanemeh

MBA-Marketing, PMP, CSR Specialist

- Malek.zag@gmail.com
- (M) 962 795 480 767
- www.malekzag.me
- www.linkedin.com/in/malekzag

RESUME

PROFESSIONAL BIO

I am a marketing specialist holding a Master's Degree in Business Administration/ Marketing (MBA Marketing), and a BSc in Computer Engineering.

I have 11 years of experience in managing marketing, campaigns, events, & business development projects through working in the private sector in Jordan, besides 14 years of voluntary social work experience in education, and youth empowerment.

EXPERIENCE

Social Entrepreneur	Campaigns Manager	Executive Manager	Executive Manager	Executive Manager	Marketing, Campaigns, & Events Specialist
2007-2011 University of Jordan	2009-2012 University of Jordan	2011-Present Badir & Sahim	2012- 2018 Rawand Group	2019- 2022 Kaluti Dev. Center	2018-2023 Consultant
Board of Directors at: Student Union, Media Club, Computer Club, ZENON Academic Committee.	Managing miscellaneous marketing campaigns.	Founding & managing a volunteer-based social institution.	Managing the whole operations of a Jordanian marketing agency.	Developing & establishing a sustainable community center	Providing marketing, campaigns, & events management services & consultation.

PROFESSIONAL SKILLS

Project Management	██
Marketing & Campaigns	██
Events Management	██
Business Development	██████████████████████████████████████
Advertising & Branding	██████████████████████████████████████
Digital Marketing	██████████████████████████████████████

EDUCATION

2013-2017 Postgraduate	The University of Jordan Master Degree MBA in Marketing, Faculty of Business, GPA ~ 3.3/4.
2007-2012 Undergraduate	The University of Jordan BCs. Computer Engineering, Faculty of Engineering, GPA ~ 3/4
2006-2007 High School	Scientific Islamic College 95.0 Tawjihi Percentage Average: (Scientific).

ACHIEVMENTS

- 30+**
Large Events were organized
- 20+**
Social Projects were managed
- 65,000+**
Event Visitors attendance
- 11000+**
Volunteers involved

SOFT SKILLS

- Leadership & Teamwork
- Innovation & Problem Solving
- Communication & Presentation
- Data Analytics & Visualization
- Advanced MS Office & IT skills

Executive Management

- Strategic & operational planning
- Managing staff results by communicating goals and monitoring performance.
- Maintains staff by recruiting, selecting, orienting, and training employees
- Maintaining a creative, safe, secure, and legal work environment
- Providing leadership, motivation, direction and support to my team

Marketing Management & Consultation

- Managing all marketing for the company and activities within the marketing department.
- Developing the marketing strategy for the company in line with company objectives.
- Managing brand, corporate identity, image, and reputation of the organization.
- Creating different marketing materials for online and offline channels
- Developing successful marketing campaigns from ideation to execution
- Build strategic relationships and partner with key industry players, agencies and vendors
- Be in charge of marketing budget and allocate/invest funds wisely
- Measure and report performance of marketing campaigns, gain insight and assess goals
- Creating creative and well-designed presentations and proposals

Campaigns Manager

- Manage the implementation, tracking and measurement of marketing campaigns.
- Oversee the work of internal and external agencies, such as designers, animators and printers
- Work within a budget and report any overspend
- Write, edit and proofread copy for promotional materials within marketing campaigns
- Deliver regular reports of campaign results, including web analysis and evaluation of KPIs
- Keep abreast of current trends in marketing
- Ensure that the organization's brand and identity is adhered to in all communication channels

Event Management

- Coordinate details of events such as conferences, forums, CSR events and carnivals.
- Event planning and execution
- PR and sponsorships management
- Manage staff responsible for event coordination activities.
- Hire, train, and educate staff on proper event procedures.
- Budgeting, financial planning, and logistics planning
- Promoting events online and offline
- Event analysis and performance management

CSR \ Social Responsibility Management

- Strategic & operational planning
- Managing staff results by communicating goals and monitoring performance.
- Maintains volunteers and staff by recruiting, selecting, orienting, and training them
- Maintaining a creative, safe, secure, and legal work environment
- Providing leadership, motivation, direction and support to my team

Academic Researcher & Trainer

- Master thesis in the field of branding in marketing, with the following title:
The Role of Brand Communities in Increasing Brand Loyalty through Building Brand Trust for Industrial Brands in Jordan
- Trainer in the fields of marketing, management and planning.
- Lecturer in the fields of volunteerism and social work.

Recognitions

- Recognized by Her Majesty **Queen Rania Al Abdullah** 2019
For the success of Eye On Future initiative and its vast positive impact in helping youth in building their academic future.
- Appreciation Certificate **United Nations Volunteers (UNV)** 2012
Due to creative social entrepreneurship in improving volunteerism in Jordan.
- Certificate of Excellence **University of Jordan** 2012
From the university president due to excellence in social activities and services during undergraduate study.

REFERENCES

- HE Dr. Mohammed Abu Rumman
Minister of Youth - Jordan
(M): +962 796 542 525
- Mr. Laith Eid
Marketing Manager, Manaseer Group
(M): +962 798 609 892
- Mr. Abdulrahman Zmeili
Executive Manager, Rawand Group
(M): +962 799 480 480