



Ali Jabsheh

Marketing Specialist

Contact

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Skills

- **Performance Marketing:**
Meta Ads Manager,
Facebook Ads, Instagram
Ads, Snapchat Ads
- **Analytics & Data:** Google
Analytics, Google Tag
Manager, CRM,
Reporting & Dashboards
- **E-commerce & Platforms:**
Shopify, WordPress,
Inventory Management
- **Content & Creative:**
Video Marketing,
Content Strategy, Adobe
Photoshop , Adobe
Illustrator

Digital & Performance Marketing Specialist with strong experience in the automotive industry, specializing in premium brand positioning, digital growth, and omnichannel marketing. Proven track record in scaling automotive brands through data-driven campaigns, paid acquisition, influencer partnerships, e-commerce enablement, and high-impact exhibitions. Experienced in aligning marketing initiatives with sales operations, CRM systems, and customer experience to drive measurable business growth in competitive automotive markets.

Work Experience

2021-12 -
Current

Marketing Specialist

Al-Emadi Enterprises - Automotive Division - Top Performance, Doha, Qatar

- Own and execute digital marketing strategy across paid, organic, influencer, and e-commerce channels for a high-volume automotive business representing premium automotive brands.
- Managing high-traffic social media channels end-to-end, including content creation, design, scheduling, and community engagement, driving consistent audience growth and loyalty across platforms.
- Scaled social media presence by 30,000+ followers by leading high-impact viral video campaigns and performance-driven content across paid and community channels, generating millions of views and significantly boosting brand awareness and engagement.
- Managing paid acquisition campaigns across Meta platforms (Facebook, Instagram), optimizing targeting, creative, and budgets using analytics and audience insights.
- Led influencer partnerships and collaborations within the automotive and lifestyle space, strengthening brand credibility and reach.
- Planned and executed major automotive exhibitions and brand activations (S'hail, ADIHEX Abu Dhabi), overseeing logistics, branding, suppliers, and on-site delivery, resulting in increased footfall, leads, and sales.

- **CRM & ERP Systems:**
Microsoft Dynamics, SAP Business One (SAP B1), CRM Management
- **Marketing Operations:**
Influencer Marketing, Campaign Management, Vendor Coordination
- **Technical:** Basic HTML, SEO/SEM fundamentals

Languages

English (Fluent)

Arabic (Fluent)

2020-08 -
2020-12

Digital Business Marketing and Graphic Design

TheAppLabb, Toronto, Canada

- Developed and managed digital content across social platforms aligned with premium brand standards.
- Analyzed performance metrics to optimize content strategy and engagement rates.
- Supported webinars, digital campaigns, and brand guideline development.
- Collaborated with cross-functional teams to maintain consistent branding across all digital channels.
- Contributed to the development of brand style guides to ensure visual and messaging consistency.

2019-05 -
2019-09

Graphic Designer / Full Stack Web Developer

OfficeBuggy, Toronto, Canada

- Designed and produced graphics and content for digital marketing campaigns, online advertisements, and social media platforms in alignment with the marketing calendar.
- Provided strategic recommendations to enhance engagement and conversion rates, informed by regular performance analysis and weekly analytics reporting.
- Collaborated with developers to design and implement new website features, ensuring functionality aligned with business goals and user needs.
- Redesigned key website pages and developed customer-centric content to reflect new initiatives and improve user experience.
- Created targeted content for webinars and digital initiatives tied to upcoming events and

projects.

Education

2020-12

Bachelor of Commerce - Digital Business Management

Humber Institute of Technology And Advanced Learning - Toronto, Canada

Bachelor of Commerce - Digital Business Management, E-commerce, Mobile Development, Web Development, Consumer Behaviour, Digital Marketing, CRM and Data Mining, E-business Information Systems, Database Systems, Project Management