

ANFAL AL-FAYYADH

Senior Digital Marketing Strategist

Contact Information

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📍 Baghdad, Iraq | Available for Remote & On-site Projects

EXECUTIVE PROFILE

Award-winning Digital Marketing Strategist with over 5 years of proven excellence in orchestrating multi-million-dollar campaigns across 30+ diverse industries . Expertise in high-impact social media advertising, including TikTok viral content creation generating 5M+ views, conversion optimization yielding 35% ROAS improvements, and data-driven strategy development . Managed \$60K+ monthly advertising budgets, delivering consistent 50% engagement increases and 60% lead generation growth for premium clients . Core value proposition: Transforming brand visions into measurable business results through innovative digital strategies, creative excellence, and analytical precision.

CORE COMPETENCIES

Strategic Capabilities

- Digital Marketing Strategy Development
- Brand Positioning & Competitive Analysis
- Customer Journey Mapping & Optimization
- ROI Analysis & Performance Forecasting
- Cross-Functional Team Leadership

Creative Excellence

- Viral Content Creation & Storytelling
- Visual Brand Identity Development
- Multimedia Content Production
- Influencer Partnership Strategy
- Creative Campaign Conceptualization

Analytical Mastery

- Data-Driven Decision Making
- Advanced A/B Testing Methodologies
- Conversion Rate Optimization
- Marketing Attribution Modeling
- Predictive Analytics Implementation

TECHNICAL EXPERTISE

Advertising Platforms

- Expert: Facebook Ads Manager, Instagram Advertising, TikTok Ads Manager, Snapchat Ads, LinkedIn Campaign Manager
- Advanced: Google Ads, Twitter Ads, Pinterest Business, YouTube Ads

Analytics & Data Intelligence

- Mastery: Google Analytics 4, Meta Business Insights, TikTok Analytics, Google Data Studio
- Proficient: Hotjar, Mixpanel, Amplitude, Custom UTM Tracking

Marketing Automation

- Proficient: HubSpot, VistaSocial, Klaviyo, ActiveCampaign

Creative & Design Tools

- Advanced: Adobe Creative Suite (Photoshop, Illustrator, InDesign), Canva Pro
- Intermediate: After Effects, Premiere Pro, Sketch

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist

Al Rafidain Group | January 2024 - March 2024 | Baghdad, Iraq

- Spearheaded comprehensive digital transformation initiatives across multiple brand portfolios, aligning strategies with business objectives.
- Orchestrated cross-platform advertising campaigns, resulting in a 40% increase in qualified leads through real-time performance optimization.
- Implemented advanced analytics frameworks and performance dashboards for data-driven insights.
- Led strategic planning sessions with C-level executives and coordinated cross-departmental projects.

Senior Digital Marketing Specialist

Al-Austora Group | February 2022 – Present | Baghdad, Iraq

- Managed \$60,000+ monthly advertising budgets across 15+ concurrent campaigns, achieving a 50% increase in client engagement via strategic audience segmentation.
- Improved ROAS by 35% through advanced bidding strategies and creative optimization, while reducing CPA by 25% with rigorous A/B testing and funnel enhancements.
- Boosted organic traffic by 45% using comprehensive SEO and content marketing strategies.
- Mentored junior team members, developed training programs, and implemented behavioral targeting and multivariate testing protocols.

Social Media Advertising Manager

Gloria Medical Center | January 2021 – Present | Baghdad, Iraq

- Increased patient inquiries by 60% and appointment bookings by 50% through targeted healthcare campaigns and optimized lead nurturing systems.
- Created viral content achieving 5M+ cumulative views on TikTok and Instagram, while delivering email campaigns with 48% open rates and 30% click-through rates.
- Ensured 100% compliance with medical advertising regulations and ethical standards.
- Developed specialized healthcare digital marketing strategies, including patient journey optimization and professional branding.

COMPREHENSIVE CLIENT PORTFOLIO

Luxury & Jewelry Brands

- Al Kahraman Jewelry: Premium branding & e-commerce optimization
- Zoughaib & Co Iraq/Kurdistan: Multi-location brand management
- Hasan Al-Khafaji Jewelry: Traditional to digital transformation
- Firas Jewelry: Social commerce integration

Healthcare & Medical Excellence

- Gloria Medical Center: Patient acquisition & retention systems
- Gloria Dental: Specialized dental marketing campaigns
- Dr. Saja Alqaralosi: Professional medical branding
- Platinum Clinic: Premium healthcare positioning
- Samra Clinic & Spa: Integrated wellness marketing

Beauty & Wellness

- Gloria Beauty & Hair Lounge: Luxury beauty service marketing
- Gloria Spa: Wellness experience optimization
- Topaz Lounge: Premium lifestyle branding

Entertainment & Hospitality

- Bowl Strike: Entertainment venue promotion
- The Mind Café & Board Games: Community engagement strategies
- Al-Majlis Lounge: Hospitality experience marketing

Travel & Transportation

- Almosafer Taxi: Transportation service optimization
- Rahlaty Travel & Tourism: Tourism industry marketing

Technology & Manufacturing

- ARKA GROUP: Industrial B2B marketing
- Vanrise Solutions: Tech startup growth marketing
- PalaceTech: Technology solution positioning
- SwiftPayIQ: FinTech marketing strategies

EDUCATION

Bachelor of Science in Chemical Science

University of Baghdad | 2013 – 2017 | Graduated with Honors

- Specialized Coursework: Analytical Chemistry, Organic Chemistry, Industrial Processes
 - Leadership Roles: Chemistry Club President, Environmental Initiative Coordinator
 - Academic Recognition: Dean's List recipient for outstanding performance .
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PROFESSIONAL CERTIFICATIONS

- Facebook Blueprint Certification: Advanced Advertising Strategies (Completing Q2 2025)
 - Google Ads Certification: Search, Display & Video Advertising (Completing Q2 2025)
 - Google Analytics Individual Qualification (IQ) (Planned Q3 2025) .
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LANGUAGES & CULTURAL COMPETENCY

- Arabic: Native Proficiency (with cultural nuance understanding for MENA markets)
 - English: Professional Working Proficiency (for international client communication)
 - Cultural Expertise: Middle Eastern market insights and cross-cultural communication .
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PROFESSIONAL PHILOSOPHY

"Exceptional digital marketing transcends mere advertising—it's about creating meaningful connections between brands and their audiences through data-driven creativity, strategic innovation, and unwavering commitment to measurable results" .

References: Available upon request .