

ALI EMAD AL AMERY

Marketing Manager

Mobile : +964 771 360 0269
Email : alialamery19992020@gmail.com
Linkedin: ALI EMAD

ABOUT ME

I began my career in sales in 2017 at the age of 18 as a sales representative inside the showroom. In 2018, I entered the field of marketing as a Social Media Manager in a furniture company, while pursuing my university studies in Industrial Engineering and expanding my knowledge in marketing science.

In 2020, I moved to a larger company where I gained comprehensive experience across the marketing department, including digital marketing, social media sales management, online store management, and Facebook/Instagram advertising. In 2022, I advanced to the role of E-Commerce Manager.

In 2024, I became the Marketing Department Manager at Al-Hasani Home Center, where I lead the marketing team and oversee the development of the digital identity and the expansion of e-commerce operations.

WORK EXPERIENCE

Al Qassim Furniture
2016 - 2017
Baghdad- Al A'dhamiyah

Sales Man

I worked as a Sales Representative at Al-Qasim Furniture from 2016 to 2017, where I was responsible for welcoming customers, explaining product features, and helping them choose the pieces that best suited their needs and home space. I handled daily sales operations, issued invoices, and followed up on delivery and payment processes. I also maintained the showroom's appearance to ensure an attractive product display, built strong relationships with customers, and contributed to achieving the monthly sales targets while relaying customer feedback to the management to support continuous improvement.

Al Qassim Furniture
2018 - 2020
Baghdad- Al A'dhamiyah

Social Media Specialist

From 2018 to 2020, I worked as a Social Media Specialist, where I managed the company's online presence across various platforms. My role included creating content, planning posting schedules, responding to customers, and enhancing engagement. I oversaw campaigns, analyzed performance metrics, and improved communication strategies to increase brand visibility and sales. During this period, I gained strong experience in managing social media tools, understanding audience behavior, and building a consistent digital identity for the brand.

Al Hasani Home Center
2020 - 2022
Baghdad- Al mansour

E-Commerce Specialist

From 2020 to 2022, I worked as an E-Commerce Specialist at Al-Hasani Home Center, where I was responsible for managing and organizing all operations of the online store. My role included uploading products, updating prices, optimizing categories, ensuring accurate product information, and maintaining a smooth and user-friendly browsing experience. I also monitored orders from the moment they were placed until delivery, coordinating closely with the logistics and customer service teams.

In addition, I analyzed store performance through digital metrics, improved conversion rates, and contributed to increasing sales by developing effective e-commerce strategies. During this period, I gained strong experience in online selling systems and digital operational management.

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WORK EXPERIENCE

Al Hasani Home Center

2021- 2025

Baghdad- Al ma'moun

ADS Manager

In 2021, I took on the role of ADS Manager, where I was responsible for managing and executing advertising campaigns on Facebook, Instagram and google ads. My responsibilities included building ad strategies, defining target audiences, structuring campaigns, and creating effective ad messages.

I closely monitored campaign performance, analyzed data, and applied optimizations to increase conversions and reduce costs. This role strengthened my expertise in paid advertising, audience behavior analysis, and achieving a higher return on ad spend.

Al Hasani Home Center

2022 - 2025

Baghdad- Al ma'moun

E-Commerce Manager

From 2020 to 2022, I worked as an E-Commerce Manager at Al-Hasani Home Center, where I oversaw the full operations of the online store and managed a dedicated team responsible for product listing, order processing, customer support, and daily digital workflow.

I was in charge of developing the overall e-commerce strategy, optimizing the user experience, organizing product categories, and ensuring the accuracy of product information, images, and pricing. I also supervised team performance, assigned tasks, and ensured smooth and efficient daily operations.

In addition, I monitored key performance metrics, improved conversion rates, and coordinated with the marketing team to enhance paid campaigns and increase online sales. This role strengthened my expertise in team leadership, digital operations management, and driving the growth of the company's e-commerce presence.

Al Hasani Home Center

2022 - 2025

Baghdad- Al ma'moun

Content Director

Alongside my main role, I work as a Content Director, where I oversee and coordinate visual content production. My responsibilities include developing creative shooting concepts, preparing content outlines, organizing photographers' schedules, and supervising the execution of photo sessions.

I ensure that all visual materials align with the brand's identity and maintain high-quality production standards. My work covers the entire content creation process—from planning to final output—while guiding the creative team to deliver consistent and impactful visual results that support the company's marketing goals.

Al Hasani Home Center

2024 - 2025

Baghdad- Al ma'moun

Marketing Manager

As a Marketing Manager, I lead the development and execution of the company's full marketing strategy across both digital and traditional channels. I oversee the entire marketing team, assign tasks, monitor performance, and analyze results to ensure the company's goals and sales targets are achieved.

I also develop annual marketing plans that include market analysis, goal setting, strategic direction, and a structured calendar for campaigns and activities throughout the year, while monitoring performance and adjusting plans based on market changes.

My role includes managing advertising campaigns, developing the brand's visual identity, supervising creative content, and organizing content calendars. I also work on improving the customer journey, conducting market research, and analyzing competitors to create innovative marketing solutions that strengthen brand presence. This position combines leadership, strategic planning, and data-driven decision-making to support the company's growth and expansion.

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EDUCATION

2018 - 2022

Bachelor's Degree in Production and Metallurgical
Engineering

Certifications

2022

Diploma in Integrated Marketing from Master Academy – Malaysia

SKILLS

Marketing & Digital Skills

- Digital Marketing Strategy
- Social Media Management
- Content Creation & Planning
- Creative Direction
- Photo Shoot Coordination
- Social Media Sales Management
- E-Commerce Management
- Online Store Optimization
- Paid Ads (Google, Facebook & Instagram Ads)
- Campaign Planning & Execution
- Email Marketing
- Brand Building & Visual Identity
- Customer Journey Optimization

Management & Leadership Skills

- Team Leadership
- Task Delegation
- Annual Marketing Planning
- Project Management
- Performance Analysis
- Cross-department Coordination
- Decision Making
- Problem Solving

Soft Skills

- Communication Skills
- Creativity & Innovation
- Time Management
- Strategic Thinking
- Customer Understanding

Analytical & Technical Skills

- Data Analysis & Reporting
- KPIs Monitoring
- Google Analytics
- Meta Business Suite
- Content Calendar Planning
- Market Research
- Competitor Analysis

Tools & Software

- Meta Business Suite
- Google Analytics
- Canva
- Microsoft Office
- Microsoft Word
- Photoshop (Basics)
- Excel – Reporting
- Trello
- Ads Manager
- WordPress (Basic)

Languages

Arabic – Native
English – (Excellent / Very Good)