

MOHAMMED MAJID — Senior Digital Marketing Supervisor



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📍 **Location:** Dora, Baghdad

SUMMARY

Results-oriented Digital Marketing Specialist with 5+ years of experience driving growth for real estate, fashion, and retail brands. Expert in developing high-performance Meta Ads strategies that deliver measurable ROI, including a proven track record of achieving 3x ROAS and increasing lead quality by 40%. Skilled in managing monthly ad budgets of \$5,000+, optimizing campaign performance through data-driven A/B testing, and leading digital teams to enhance brand visibility and engagement.

SKILLS

- Social Media Strategy & Management
- Meta Ads Campaigns (Lead Gen, Traffic, Engagement)
- Content Planning & Creative Direction
- Performance Optimization (CPA, CPC, ROAS)
- Analytics: Meta Insights, Pixel Tracking
- Tools: Photoshop, Canva, Adobe XD, WordPress
- Reporting & KPI Measurement
- Competitor Research & Trend Analysis

WORK EXPERIENCE

Digital Marketing Supervisor - Amwaj Real Estate Development

Jan 2024 – Aug 2024

- Managed digital strategy for major projects including Iraq Gate, Karbala Gate, Kazimiyah Gate, Al-Buhaira, and Baghdad Boulevard.
- Increased qualified lead inquiries by 40% and boosted post engagement by 25% through targeted Meta Ads strategies.
- Achieved a 3x ROAS (Return on Ad Spend) by implementing structured A/B testing on audiences, creatives, and placements.
- Created performance reports and data dashboards to guide strategic decision-making.

Social Media Specialist - Torsion Sports Equipment Company

2021 – Dec 2023

- Managed all social media content (design + scheduling) for sports brand products.
- Developed data-driven content calendars that increased reach by 20% through optimized posting times based on insights.
- Improved organic page engagement by 30% year-over-year using storytelling techniques and targeted content series.

Social Media Marketing Specialist - Design Center Advertising Company

2020 – 2021

- Successfully managed monthly ad budgets exceeding \$5,000+ across Meta platforms for multiple clients.
- Reduced Client CPA (Cost Per Acquisition) by 15-20% through rigorous campaign optimization and A/B testing.
- Enhanced client brand identity through consistent content themes and visual direction.

Freelance Social Media Manager - Multiple Brands

Aug 2024 – Nov 2025

- Managed social presence for 100MEA (clothing), Al-Bahr (abaya), and other emerging brands.
- Built content strategies that grew follower base by 2,000+ organic followers while improving audience quality.
- Launched promotional campaigns that increased sales conversions by 15% and drove significant foot traffic to physical stores.
- Handled client communication, reporting, and KPI trackin

EDUCATION

Bachelor's in Computer Science — Dijlah University College (DUC)

Aug 2017 – Oct 2020

ADDITIONAL INFORMATION

- Languages: Arabic (Native), English (Good)
- Interests: Digital Marketing, Content Creation, Technology, Branding