



Hussain Al-Khawaja

Bahraini-British with a versatile background in digital marketing, SEO, copywriting, content strategy, campaign management, project management, social media management, marketing research, and marketing analysis.

Contact

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+973 - 387 387 84

Bahrain (willing to relocate)

Education

- **University of St. Andrews, UK**
Masters (MLitt) in Marketing
Graduated in 2022
- **University of Surrey, UK**
Bachelor of Science (BSc) in International Hospitality and Tourism Management
Graduated in 2021
- **Brockenhurst College, UK**
BTEC Extended Diploma in Business Level 3
Graduated in 2017

Professional certifications

July 2020 | CPD
Level 7 Digital Marketing

July 2020 | Google
Fundamentals of Digital Marketing

Skills

- Management Skills
- Digital Marketing
- Critical Thinking
- Communication Skills
- Negotiation
- Creative thinking

Work Experience

December 2023 - Present
Fathom Media | Bahrain

Marketing Specialist

- Leading and managing a team of creatives, including graphic designers, copywriters, videographers, and other marketing professionals.
- Coordinate with cross-functional teams and oversee the planning, execution, and delivery of marketing campaigns.
- Monitoring and analysing marketing campaign performance, using data and metrics to evaluate strategies' effectiveness, identify improvement areas, and make data-driven decisions.
- Providing creative direction and strategic input to guide the development of marketing materials, ensuring they align with the brand's objectives and target audience.

December 2022 - December 2023
Fathom Media | Bahrain

Marketing Producer

- Setting up Meta Ads and reporting on the findings through each campaign
- Develop marketing strategy research and analysis for campaign planning and development.
- Conceptualizing and creating social media content, content calendars and developing complementary skills to play a more active role in visual and motion
- Interpreting creative direction and technical information to turn them into persuasive copy content for advertising and social media content.

September 2022 - October 2022
Calo | Bahrain

Customer Experience Associate

- Communicating with clients over live chat and phone calls to answer their questions and support their challenges.
- Exhibiting a strong sense of empathy when dealing with people & communicating with different teams to resolve issues.
- Communicating feedback to the relevant team and following up on resolving clients' pain points.
- Building relationships with clients and making sure they are happy with their experience.

August 2022 - September 2022
Gulf Future Business | Bahrain

Marketing, Sales, and Project Coordinator

- Implementing marketing and advertising campaigns by assembling and analysing sales forecasts. Preparing marketing and advertising strategies.
- Implementing sales strategies and improving sales productivity by contacting customers/clients to arrange appointments.
- Meeting monthly sales goals as provided by management and preparing presentations to management.
- Coordinate internal and external resources, ensuring projects remain within scope, schedule, and defined budgets.
- Analysing project progress and developing project strategies.