

# Qusai Majed Al ayash

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## Digital Marketing, Freelance E-Commerce & Business Development Specialist

Ambitious and results-oriented marketing professional with practical experience in **digital marketing**, **freelance e-commerce**, and **customer engagement**. Skilled at managing online stores, optimizing digital campaigns, and driving brand growth through data-driven strategies. Strong communication and teamwork abilities with a focus on innovation and adaptability in dynamic business environments. Currently pursuing a **Bachelor's degree in Business Marketing** at the **University of Balamand**, with a vision to excel in digital business management and brand development.

### WORK EXPERIENCE

#### Self-employed

01/2025 – Present

#### Digital Marketer • Freelancer

Responsible for planning, developing, and managing online marketing campaigns to strengthen brand presence, boost engagement, and drive customer growth across social media and digital platforms.

- Utilized digital analytics tools to track campaign performance and refine marketing strategies.
- Planned and executed social media marketing campaigns to grow brand awareness and engagement.
- Designed creative social media content and collaborated with local businesses on advertising projects.
- Increased engagement metrics by 30% through consistent audience-focused campaigns.

#### Freelance E-Commerce Specialist

08/2023 – Present

#### E-Commerce Specialist • Freelancer

Freelance E-Commerce involves independently managing online sales activities, including product listings, order fulfillment, and digital promotion, to grow revenue and improve customer experience across online platforms.

- Managed product listings, inventory, and order fulfillment for online platforms and achieved measurable growth in online sales through targeted promotional campaigns.
- Conducted market research to identify profitable products and customer trends.
- Created and optimized product descriptions, visuals, and pricing strategies to improve visibility and sales.
- Enhanced customer satisfaction by ensuring timely communication, accurate delivery, and follow-up support.

#### BBAC

07/2025 – 08/2025

#### Trainee • Internship

Assisted in daily banking operations including customer service, teller transactions, and back-office tasks; gained practical experience in handling checks, insurance, and credit/debit services while ensuring accuracy and client satisfaction.

- Gained hands-on experience in **customer service**, assisting clients with inquiries and financial transactions.
- Supported **teller operations**, including deposits, withdrawals, and check processing.
- Collaborated with the **back office team** to handle documentation, account verification, and insurance forms.
- Strengthened professional communication and problem-solving skills in a fast-paced banking environment.

## EDUCATION

### **Undergraduate Bachelors Degree in Marketing**

University of Balamand

09/2023 - 03/2026

### **Online Course in Marketing**

teach:able

08/2025 - 10/2025

**Scorpio Digital Marketing Course** — A comprehensive training program focused on mastering online advertising and content creation. The course covers **TikTok Ads, Facebook Ads, and Google Ads**, teaching how to design, launch, and analyze marketing campaigns. It also includes modules on **content creation, copywriting, content performance analysis**, and **affiliate marketing**, providing practical skills to build, manage, and optimize digital marketing strategies across multiple platforms.

## SKILLS

**Marketing:** Communication And Negotiation, Competitive Analysis, Content Creation, Marketing strategy development, Public Relations

**Banking Skills:** Account management (savings, Back-office operations, checking, Credit and debit processing, Customer service and relationship management, loans), Teller operations and cash handling

**E-commerce Skills:** Inventory management, Online store management (Shopify), Pricing and discount strategies, Product listing and catalog management, SEO for e-commerce

**Digital Marketing Skills:** Affiliate marketing, Influencer marketing, Paid advertising, SEM (Search Engine Marketing), Social media marketing