

Deema Dalloul

Digital Marketing Specialist

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About

Strategic Business and Digital Marketing Professional with management, finance, and storytelling expertise. Skilled in driving online sales, creating impactful content, and optimizing data-backed campaigns to enhance engagement and ROI. Successfully optimized campaigns and content strategies, achieving a 40% increase in client acquisition and 15% growth in online sales.

Work Experience

Digital Marketing Specialist · Quizplus, US & SA · Remote Dec '24 - Jan '25

- Tailored content for three distinct channels, strategically adapting tone and messaging to resonate with each audience.
- Optimized email communication by designing persuasive and engaging templates decreasing cancellation inquiries by 10%.
- Revamped the ambassador program by structuring a performance-based incentive plan to drive ambassador engagement at universities, which accelerated client acquisition by 40%.

Digital Marketing Assistant · Layla Collection Kuwait · Remote Aug '23 - Oct '23

- Developed and implemented a comprehensive digital marketing plan, increasing online sales by 15%.
- Applied Management By Objective (MBO) to lead a team of 5, assigning tasks based on individual unique skills.
- Spearheaded paid ad campaigns, resulting in a 20% growth in website traffic and stronger brand visibility within three months.

Content Creator · Save Youth Future Society · Gaza Jan '23 - Jul '23

- Created compelling storytelling content that strengthened the organization's message, and boosted interaction by 15%.
- Led the creation of the unit's first podcast, helping grow its reach by 30% and expanding its digital footprint.

Education

TAP | Certificate Grad Jan '25
Digital Marketing

University of Palestine | Bachelor's Degree Grad Jul '24
Business, Management, Marketing, and Related Support Services

Education For Employment | Certificate Grad Aug '23
Digital Marketing

Natuf Organization for Environment & Community Development | Certificate Grad Nov '22
Entrepreneurship using Dream Builder methodology

Paper Airplanes | Certificate Grad Feb '21
Data Analytics

Skills

Tech skills : Facebook Ads Manager · Creative Content Creation · Email Marketing · Paid Media · Google Tag Manager · Search Engine Marketing (SEM) · Canva · Data Analytics

Transferable skills : Leadership Mentoring · Communications · Leadership · Time Management · Problem Solving