

KAREM ABDELNASER KHALAF

Marketer and Sales Representative

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PROFESSIONAL SUMMARY

Results-driven Marketing graduate with hands-on experience in sales, customer service, and digital marketing campaign management. Proven ability to enhance brand visibility and customer engagement through SEO, social media marketing, Google Ads, and content creation. Successfully developed and launched an e-commerce store as a capstone project, applying full-funnel digital marketing strategies. Seeking to leverage expertise to drive measurable growth in a marketing and sales role.

WORK EXPERIENCE

Digital Marketing Specialist (Contract)

Azz Al-Muslimani Company – Salfit | Jan 2025 – Jun 2025

- 1 Developed and executed digital marketing strategies for both B2B and B2C markets.
- 2 Managed and optimized campaigns on Google Ads, Facebook, Instagram, and LinkedIn.
- 3 Conducted SEO and SEM to improve search rankings and increase website traffic.
- 4 Created and promoted digital content to drive lead generation and sales growth.
- 5 Implemented email marketing and automation campaigns to improve customer retention.
- 6 Tracked KPIs and prepared performance reports to measure ROI and campaign success.

Marketing & Sales Assistant

Qarawa Sweet Company – Salfit | Aug 2024 – Jul 2025

- 1 Assisted in developing and executing digital marketing strategies, resulting in increased brand visibility and customer engagement.
- 2 Monitored and evaluated marketing campaign performance to ensure alignment with company objectives.
- 3 Supported sales initiatives and contributed to customer outreach efforts.

Front Desk Receptionist

Golden Rose Hotel – Nablus | Aug 2021 – Mar 2022

- 1 Managed guest check-in and check-out processes, ensuring a smooth and professional customer experience.
- 2 Handled reservations, phone inquiries, and guest services with a focus on customer satisfaction.
- 3 Coordinated with housekeeping and operational departments to address guest needs promptly.

EDUCATION

Bachelor's Degree in Marketing

An-Najah National University | Expected Graduation 2025

Relevant Coursework: Digital Marketing, E-commerce, Consumer Behavior, Marketing Analytics

Graduation Project: E-commerce Pet Store (Petsy Shope)

- 1 Developed and launched a fully functional Shopify store specializing in pet products.
- 2 Implemented comprehensive digital marketing campaigns using Google Ads, SEO, and social media (Facebook, Instagram, TikTok).
- 3 Created and executed a content strategy to increase brand awareness and customer engagement.
- 4 Utilized email marketing and customer analytics to track performance and optimize conversion rates.

SKILLS

- 1 Digital Marketing: SEO, SEM, Google Ads, Google Analytics, Social Media Marketing (Facebook, Instagram, TikTok), Email Marketing (Mailchimp), Content Creation, Copywriting
- 2 E-commerce: Shopify Store Management, Product Listing, Order Processing
- 3 Software: Microsoft Office Suite (Word, Excel, PowerPoint), Canva
- 4 Soft Skills: Customer Service, Communication, Negotiation, Personal Selling, Team Collaboration, Time Management, Problem-Solving

LANGUAGES

Arabic (Native)
English (Proficient)

REFERENCES

Available upon request.