

CONTACT INFO

Name: Ghassan Musaad
Email: ghassan.7x7@gmail.com
Address: Riyadh, KSA
Phone: +966 50 625 4292
LinkedIn: <https://www.linkedin.com/in/ghassanmusaad>

PROFESSIONAL SUMMARY

As a passionate digital marketer, my objective is to utilize my skills and knowledge to drive successful campaigns that increase brand awareness, engagement, and conversions. I am committed to staying up-to-date with the latest industry trends and technologies to create innovative strategies that deliver measurable results. My ultimate goal is to contribute to the growth and success of the company by leveraging my creativity, analytical skills, and expertise in digital marketing.

PROFESSIONAL EXPERIENCE

- **Job Title:** Digital Sales.

Employer: HummerTop for Luxury Elevators & Escalators.

Location: Dubai, UAE.

Duration: From Mar/2023 Until Dec/2023

- Digital Marketing via Social Media Channels.
- Email Marketing via MailChimp® Software.
- Brand Awareness.
- Public Relations.

- **Job Title:** Site and Marketing Salesman.

Employer: WorldCoin.

Location: Khartoum, Sudan.

Duration: From Sep/2021 until Oct/2021

- Introducing people to the crypto world.
- Signing people's faces for profile registration in Universities using the orb device.
- Open Profiles on the company site..
- Open new opportunities for investing in cryptocurrencies.

SKILLS

- Microsoft Programs (MS office): Word, Excel and PowerPoint.
- Google Products: Docs, Sheets and Slides.
- Search Engine Optimization (SEO) and Search Engine Marketing (SEM).
- Customer relationship management (CRM).
- Organize emails, newsletters and their distribution.
- Social Media Marketing.
- Email Marketing.
- Analytics.
- Content Marketing.

- Digital Marketing starter, marketing strategies and consumer trends.
- Social Media platforms (Facebook, Twitter, Instagram, TikTok, Snapchat).
- Designing and running websites by WordPress.
- Creating various types of TikTok, Reels and Shorts videos.
- Creativity in progressing the daily tasks.
- Basic Photoshop knowledge.
- Web analytics, google AdWords, google AdSense and online adverts.
- Excellent organizational and problem-solving skills.
- Proven leadership skills and ability to motivate.
- Excellent client service and presentational skills, and strong negotiation.
- Strong written and verbal English communication skills.
- Ability to work independently or as part of a team and easy to collaborate.
- Work under pressure, Strong decision-making skills, self-motivated, motivated, flexible, energetic, creative and multitask.
- Psychological Analysis.
- Fictional Scenarios: Making real-life scenarios in open worlds video games to gain results or learning new skills.
- Project Management.
- Shopify stores builder.

EDUCATION

University of Khartoum, Sudan - Bachelor of Science (B.Sc.) with first degree of honor in Mining Engineering.

From Oct/2015 until Dec/2021.

CERTIFICATES

- Sales Fundamentals, Gardone University - Mar/2023.
- Mastering The Close, Gardone University - Apr/2023.
- Professional Prospecting Strategies, Gardone University - Apr/2023.
- The Fundamentals of Digital Marketing, Google Digital Garage - Apr/2023.
- Inbound Management Certified, HubSpot Academy - Feb/2025.
- Digital Marketing Certified, HubSpot Academy - Jan/2025.

COURSES

- Use Canva to Create Social Media Visuals for Business, Coursera Project Network – Jun/2022.
- Introduction to CRM with HubSpot, Coursera Project Network – Jun/2022.
- Business Analysis & Process Management, Coursera Project Network – Jun/2022.
- Project Management: Control using the Earned Value and Risk, Politecnico di Milano – Jul/2022.

LANGUAGES

- Arabic: Native / Main
- English: Professional Work Level

INTERESTS

- Video and interactive Games.
- Playing and watching football.
- Entrepreneurship.
- Airplanes & Aviation love.
- Book Lover.