

Tuqa Al-sheikh

Marketing Manager

CONTACT

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EDUCATION

UNIVERSITY OF LAW, BERLIN, GERMANY.

Master of Science in Marketing
2022-2023

AL-NAHRAIN UNIVERSITY, BAGHDAD, IRAQ.

Bachelor of Science in Information
Engineering
2013-2017

SKILLS

- Google Analytics
- SEO/SEM
- CRM
- Email Marketing
- Social Media Marketing
- Event Planning
- Figma/Canva
- Asana/Confluence
- SQL
- Python
- WordPress and HTML

LANGUAGES

- Arabic: Native (C2)
- English: Fluent (C1)
- German: Advanced Beginner (A2)

TRAINING

- Digital Copywriting Program (2022)
- UNITAR Fellowship (2018 - 2021)
- World Merit (2017)
- IYLEP U.S. Exchange Program (2015)

PERSONAL STATEMENT

Professional Marketing Specialist with +6 years of expertise in startups, international enterprises, and fintech firms. Proficient in digital marketing and content creation for B2B and B2C audiences, with adept use of CRM tools like HubSpot and solid experience in A/B testing. Tech-oriented by utilizing GA4, Python, and SQL for data analysis, applying insights to refine campaign strategies and enhance SEO.

WORK EXPERIENCE

GROWTH MARKETING

Forto Logistics GmbH, Berlin, Germany (May 2023 - December 2023)

- Aligned social media content with brand values, focusing on employer branding and sustainability in transport and supply chain.
- Addressed the need for industry-specific insights by developing a monthly newsletter for the DACH transport market, increasing subscribers by 30% through targeted research.
- Executed and monitored paid campaigns using HubSpot to inform strategic decisions.
- Created engaging visual content using Figma and Canva to enhance campaigns.
- Employed Google Analytics to drive data-driven decisions, boosting website traffic and engagement by 25%.

COMMUNICATIONS AND VISIBILITY OFFICER

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH Baghdad, Iraq (August 2019 - August 2022)

- Designed and executed digital content strategies, encompassing success stories, educational infographics, project coverage, fact sheets, and articles, which significantly bolstered our online visibility, audience engagement, and expanded our digital reach by 40%.
- Analyzed post-event data to directly inform and optimize monthly marketing strategy.
- Visualized post-event data from a students competition event, presenting key insights to stakeholders to guide strategic planning for subsequent initiatives.
- Developed and institutionalized a set of best practices and standard operating procedures for engaging with different stakeholders, facilitating smoother and more effective communication workflows.
- Led training programs in diverse marketing areas to address team skill gaps and boost team performance.

MARKETING ANALYST

ZainCash, Baghdad, Iraq (August 2017 - August 2019)

- Strategized SEO campaigns for the launch of the new product "Wallet Card," promoting it on both website and app, resulting in over 50 cards sold in the first week.
- Developed technical skills in Python for data analysis and SQL for data management to enable in-depth transaction analysis, customer insights, and in-app purchase, to enhanced conversion rates and data-driven decision-making.
- Utilized WordPress and HTML for website design and development, significantly enhancing user experience and strengthening the online brand presence.