

MALEK MAJDLAWYEH

MARKETING MANAGER | Brand Strategy | Digital Growth | Performance Marketing

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PROFESSIONAL SUMMARY

Marketing Manager and Digital Growth leader with 7+ years of experience in go-to-market (GTM) strategy, brand building, and performance marketing across Jordan, Palestine, Saudi Arabia, and other GCC markets. Built Marlee Products' in-house marketing department from the ground up, establishing the team, workflows, budgets, and performance reporting. Experienced in market entry and product launches, aligning brand positioning, target audiences, and channel selection with sales objectives. Managed \$250,000+ in advertising spend and maintained ROAS of 3x or higher. Project work also spans department setup and business planning focused on profitability.

CORE EXPERTISE

Go-to-Market Strategy • Marketing Department Setup • Brand Management • Digital Growth • Performance Marketing
E-commerce • Budget Management • Team Leadership • Sales & Marketing Alignment

PROFESSIONAL EXPERIENCE

Head of Digital Growth / Digital Marketing Manager

Marlee Products | Amman, Jordan | Dec 2021 - Present

- Established Marlee Products' in-house marketing department from scratch, defining its structure, team responsibilities, and workflows across strategy, content, design, paid media, analytics, and reporting.
- Developed go-to-market strategies for cosmetics and natural products, defining brand positioning, target audiences, channel selection, and launch plans for regional markets.
- Built and led the marketing team across content, design, social media, paid media, and customer communication.
- Managed \$250,000+ in paid media budgets and maintained ROAS of 3x or higher through testing, audience optimization, creative iteration, and disciplined budget control.
- Established KPI reporting linking campaigns to customer acquisition, sales, and profitability to guide budget decisions.
- Planned product launches and promotional campaigns, aligning budgets and sales communication with launch objectives.

Marketing Specialist

Academy for Gulf Students' Medical | Amman, Jordan | 2017 - 2021

- Managed student inquiries and followed prospective applicants through the enrollment funnel, from first contact to registration.
- Promoted academic programs through direct outreach, digital channels, referrals, and targeted communication.
- Coordinated marketing, registration, and administrative follow-up to maintain accurate communication and support enrollment conversion.

Accountant

Erad Group | Started 2017 | 18 months

- Worked as an accountant in a tobacco distribution company acting as an agent for Philip Morris and JTI.
- Contributed to establishing an integrated warehouse and inventory management system.

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PROJECTS & PROFESSIONAL DEVELOPMENT

SELECTED PROJECTS

Project-based experience across occupational therapy services, medical education, social media services and manufacturing. Responsibilities varied by engagement.

SensoryWay

Occupational therapy centre supporting children, including children with Down syndrome.

Moses Academy

Educational platform focused on teaching medical students.

Marlee Media

Social media agency.

Drama

Company specializing in hookah tobacco manufacturing.

RESPONSIBILITY AREAS ACROSS PROJECTS

- **Sales department setup:** Organizing the function, responsibilities and follow-up processes.
- **Accounting department setup:** Organizing accounting workflows and internal reporting.
- **Marketing department setup:** Structuring the function and developing marketing plans.
- **Profitability planning:** Preparing business plans and financial priorities aimed at achieving profitability.

TOOLS AND PLATFORMS

Meta Ads Manager • Google Ads • ChatGPT Ads • Google Analytics • Google Search Console • Looker Studio • TikTok Ads • Snapchat Ads • CRM & Automation • Google Sheets / Microsoft Excel

EDUCATION

Bachelor's Degree in Accounting | Al-Ahliyya Amman University | 2017

CERTIFICATIONS

- AI-Powered Performance Ads Certification - Google, 2026
- Social Media Marketing - Meta, 2026
- Fundamentals of Social Media Advertising - Meta, 2026
- Social Media Management - Meta, 2026

LANGUAGES

Arabic - Native or bilingual proficiency | **English** - Professional working proficiency