

Yazan Qabaly

Senior Digital Marketing Manager | Performance & Growth

Profile

Certified Digital Marketing Consultant (Google & Meta) | 7+ Years of Experience

Profile:

Strategic Growth Consultant and Copywriter specializing in AI-driven and data-led marketing, performance marketing, and advanced ad analysis. Proven expertise in increasing ROI through integrated digital and offline marketing strategies, leading multi-channel campaigns, leveraging AI technologies, and delivering measurable, business-driven impact.

Key Skills:

- Performance Marketing , ROI Optimization & Media Buying
- Marketing Strategy, Omnichannel & 360° Campaign Planning
Corporate – E-commerce – Branding – Startups- communication
- Content Marketing & Copywriting, Content, & Creative Strategy
- Digital & Social Media Strategy & Management
- AI-Integrated Marketing Campaigns
- Ads Analysis & Reporting
- Multi-Channel (Digital & Offline) Marketing
- Client Consulting & Stakeholder Management, Team Leadership & Workflow Optimization
- programmatic marketing
- Upsell, Cross-sell & Funnel Optimization

LinkedIn: <https://www.linkedin.com/in/yazan-qebaly-0b719b13a/>

Employment History

Senior Digital Marketing Manager at BE BRANDY, amman

Apr 2021 — Dec 2025

Strategically designed, supervised, and executed multiple data-driven digital marketing strategies aligned with business objectives.

Led end-to-end PPC and paid social campaigns, achieving a 35% increase in ROAS. Developed automated reporting dashboards and workflows using Google Analytics and Data Studio to streamline performance tracking.

Performed competitive analysis, audience segmentation, and trend monitoring to drive growth and optimize campaigns.

Orchestrated cross-functional collaboration across production, content, and advertising teams, ensuring seamless execution.

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Skills

Digital marketing and social media marketing

Performance Marketing (PPC, Google Ads, Amazon Ads)

Content marketing and content creation

Advertising

Analytics

Conversion Rate Optimization

Budget Management & Forecasting

Team Leadership & Stakeholder Communication

Google AND SOCIAL Ads (Search, Display, Video) Meta Ads (Facebook & Instagram) TikTok Ads Snapchat Ads LinkedIn Ads X Ads (Twitter Ads) Telegram Ads- Native Ads Analytics & Tools- Google Analytics (GA4) Google Data Studio (Looker Studio) CRM Tools

Offline Marketing — Managing traditional marketing channels

KPI Tracking

AI-Integrated Marketing

(Short & Long Term Strategy)

EMAIL MARKETING

Native Advertising Platforms

Languages

English

Arabic

Maintained direct client engagement, aligning marketing strategies with business goals.

Managed and mentored a team of 15+ professionals, enhancing productivity and campaign

Digital Marketing Manager at Family Media Marketing Agency

Feb 2020 — Mar 2021

- Led the digital team to plan, optimize, and execute campaigns for multiple clients.
- Enhanced client acquisition through targeted social media strategies.
- Improved content processes and cross-team communication, reducing delays by 25%.

Social Media Specialist at Al Mukhtar Mall, amman

Jan 2019 — Jan 2020

- Built social media strategies to expand customer reach and improve engagement.
- Developed monthly content calendars covering posts, email campaigns, and website updates.
- Increased engagement rate by 60% through creative content optimization.

Content Writer & Social Media Specialist at Zajal VIP, amman

Jan 2018 — Jan 2019

- Created high-impact content for social platforms and campaigns.
- Increased organic reach through consistent storytelling and audience targeting.

Content Writer at OpenSooq, amman

Feb 2016 — Jan 2018

Produced SEO-optimized content supporting platform growth and user engagement.

Sales Supervisor at Chinese Bazaar, amman

Jan 2014 — Feb 2015

Education & Certificates

Google PARTNER PROGRAM at Amman

GOOGLE PARTNER

Feb 2021 — Oct 2025

Google Partner Certification — Managing Google Ads accounts in line with Google's best practices and performance standards.

This certification is granted only after meeting Google's eligibility requirements, including holding required certifications (such as Google Ads Search and Google Ads Video), maintaining an optimization score above **75%** across managed accounts,

achieving a cumulative ad spend exceeding **\$15M** over previous years, and sustaining a minimum ad spend of **\$10,000** over the last **90 days** on an ongoing basis.

Google Skill Shop Global at AMMAN

Google Ads Search Certification
Feb 2022 — Apr 2024

Google recognizes your mastery of the fundamentals of building and customizing effective Google Search campaigns.

Managing and optimizing high-intent search campaigns to drive conversions.

Google Skill Shop Global at AMMAN

Google Ads Video Certification (YouTube Ads)
Feb 2022 — Apr 2024

Google recognizes your mastery of the fundamentals of reaching audiences using YouTube and Google Video ad solutions.

Executing video ad campaigns focused on awareness, reach, and performance.

Facebook -meta-

Online Global Facebook Certified Media Planning Professional
Sept 2021

Specialized training in advanced audience targeting, campaign structuring, and optimization for global markets.

Google Skill Shop Global at amman

Advanced Digital Marketing
Feb 2018 — Feb 2019

- **Advanced campaign strategy, optimization, and performance analysis** using Google advertising tools.
- **Comprehensive training in social media platform management**, including planning, coordination, and execution of data-driven strategies to drive audience growth, engagement, and sales, with a strong focus on performance measurement, analytics, and ROI evaluation.
- **Hands-on experience in planning, launching, optimizing, and analyzing** multi-channel digital marketing campaigns.
- **Advanced training in strategic content planning**, audience targeting, and brand positioning across social media platforms.

Bell amman

Mar 2014 — Apr 2017

- **Completed 168 hours of General English training with a focus on professional communication.**
- **Successfully completed 168 hours of General English language training.**

Luminus College Amman, Jordan at Amman

Diploma Mechanical Engineering
Feb 2014 — Mar 2017

Diploma Mechanical Engineering

Other Courses

Social Media Management & Strategy (Online Course) at
niuversity

Jan 2020 — Feb 2020

E-Marketing & Digital Campaign Management (Online
Course) at niuversity

Mar 2020 — May 2020

Facebook Global Targeting & Advertising at Udemy

Mar 2020 — Mar 2020

Social Media Strategy at Khaled Al-Ahmad

Feb 2022 — Apr 2022

CREATIVE SKILLS

OTHER SKILLS,

- Excellent **critical eye for design and visual content**, ensuring brand aesthetics and high-quality outputs
- **Supervise and lead creative teams** in photography, videography, and design to deliver impactful campaigns
- Oversee **end-to-end creative production**, maintaining consistency with brand guidelines and campaign objectives

Tools & Platforms

Tools & Platforms:,

- Social Media & Digital Marketing: Hootsuite, Sprout Social, Google Ads & Meta Ads Manager, Google Analytics & Google Tag Manager Google Console
- Project & Data Management: Airtable, ClickUp, Microsoft Office, google sheets
- AI-Integrated Marketing for campaign optimization and revenue growth

Key Clients | Selected Brands | Brand Portfolio

Regional & International Markets, Jordan | KSA | UAE | USA | Turkey

Jan 2020 — Dec 2025

- **Selected Key Clients**
- *Worked independently and through agencies on high-impact, creative marketing campaigns.*
- **Nadec** — Leading **FMCG** brand in MENA (Dairy & Food).
- **Jo Academy** — Jordan's largest e-learning platform (*Google Ads Search campaigns only*).
- **Dinarak** — Jordan's leading digital wallet & fintech platform.
- **Abu Sheikha Exchange** — Major financial services company in Jordan.
- **Experia** — Regional leader in medical equipment solutions.
- **Oseha Cosmetics (KSA)** — International cosmetics brand expansion in Saudi Arabia.
- **KABATILO- GLOBAL Food Supplies** — One of the largest food supply companies in Jordan.
- **Al-Reem Shawarma** — One of Jordan's most established restaurant brands.
- **Fine Soft Group** — Large-scale manufacturing & industrial brand.
- **Santafteh** — Authorized **MSC Cruises Agent** (Cruise marketing campaigns).
- **Batonya Travel & Tourism , Hajj & Umrah**- Hajj, Umrah & religious tourism services.
- **Al-Shawaqfeh Group** — Logistics, land & air freight services.
- **Natural Care Store (Dubai)** — E-commerce & retail brand.
- **Chery Car Rental (KSA)** — Automotive & mobility services.
- **Oseha Cosmetics (KSA)** — International cosmetics brand expansion in Saudi Arabia.
- **Shak Shop – E-commerce Site | Saudi Arabia** Achieved over **33 ROAS** during the **National Day** and **Black Friday** campaigns.
- **The Diplomat Company & Restaurant (KSA)**
- **Al-Alamiya Coffee & Coffee Mills**
- **Al-Anfal Industrial Company (KSA)**
- **Dalian Company** — Agent of *FULLA & BB Rose*.
- **International Cosmetics Brands** — Including *Skin Doctor (UK)*, *Ayoui (Korea)*, and *Sephora-affiliated brands*.
- **Saqia Al-Bayt Al-Ameen** — Ranked #2 in water well drilling in Jordan & Qatar.
- **Alia Group** — Agent of *Kablco Jordan & Northern Cement*.
- **GoJo App** — Ride-hailing and transportation application.
- **Saqia Al-Bayt Al-Ameen** — Ranked #2 in water well drilling in Jordan & Qatar.

Key Digital Achievements

Highlighted Achievements,

- **ROAS:** Increased from 2.1 '5.4, reaching **33 in one store** after long-term optimization and continuous analysis
- **Reduced CPC by 30%** while maintaining high-quality leads
- **Managed advertising MONTHLY budgets +\$30,000** efficiently, achieving campaign objectives
- **Grew social pages ×10**, boosting both organic and paid engagement
- **Generated 50,000+ qualified leads**, improving conversion rates
- **Executed multi-channel campaigns** (Google Ads, Meta, TikTok, SNAP CHAT , LINKIDEN ..ETC) with results exceeding expectations
- **Implemented AI-driven strategies** for audience analysis, precise targeting, and ad spend efficiency

- **Continuous performance optimization**, leveraging analytics and trend prediction tools

References, Supporting Documents & Additional...

References, Supporting Documents & Additional Information,

Verified certifications, performance reports, and campaign results are available upon request. Committed to delivering measurable impact and excellence in every digital marketing initiative.