

Qais Hudhud

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SUMMARY

Experienced marketing manager with over 6 years of expertise in crafting data-driven strategies, building scalable systems, and leveraging AI for innovative solutions. Known for meticulous execution, adaptability, and a passion for empowering teams to achieve measurable results. Skilled in CRM technologies, SEO optimization, workflow automation, and content marketing.

Work Experience

Marketing Manager, Premier Lending, Inc.

Jul 2022 – Present

- Launched and managed the company's rebranded website, improving SERP rankings by 40 positions in one year, and generating over 8,000 new visits and 1% new loan leads each month.
- Implemented CRM systems and 15+ automated workflows, achieving 40% active engagement from the LO team with an average of 50% OR, and 1.5% CTR in email performance.
- Developed Monday.com workflows to streamline task management, increasing team productivity by 40%. Optimized costs and generated 37% savings in platform costs.
- Designed and trained teams on AI-powered tools, including GPT chatbots for mortgage underwriting scenarios and property insights.
- Created content for various channels, including print flyers, brochures, social media posts and reels, weekly newsletters, and email campaigns.
- Planned and executed social media and email campaigns promoting new products, programs, through webinar events targeting real estate agents, capturing on average 2,000+ online leads and 190+ webinar attendees.
- Spearheaded a corporate-wide initiative to align departments with corporate goals using advanced automation on the Monday.com work management platform.

Marketing Assistant, Premier Lending, Inc.

Aug 2020 – Jul 2022

- Established onboarding and reporting processes to build the company's marketing department.
- Developed CRM automation strategies, improving communication and lead engagement.
- Refined workflows and content strategies to enhance cross-departmental collaboration.

Business Analyst, Bayan Advisers

May 2017 – Aug 2020

- Crafted a 5-year export strategy for a leading FMCG conglomerate.
- Developed marketing strategies for microfinance institutions and market analysis models for a Trade Promotion Organization.

Education

Bachelor of Marketing Management

Aug 2016 – Oct 2019

Kingston University, London

- Major in Marketing Management Studies

Additional Information

- **Technical Skills:** Strategic Planning, Campaign Planning, Content Creation, SEO Optimization, Database Marketing, CRM Software, Automation & Integration, Data Analytics
- **Languages:** English, Arabic.
- **Courses/Certifications:** Google Analytics, SEO Fundamentals. Google AI Courses. AI For Digital Marketing. Copywriting. Social Media Marketing.
- **Awards/Activities:** Awarded the best in marketing efficiency in marketing a virtual pharmaceutical product as part of the 2017 graduation program from Kingston University, London.