



Product Manager and brand strategist with 6+ years driving growth across telecom, edtech, medtech, and technology. Built and launched 4 products from zero to one - from product vision and UX design to marketing and community growth. Design thinking trained (IDEO U) with a rare mix of product sense, creative execution, and data-driven marketing.

### Key Achievements

- \* Increased brand reach by 35% through integrated multi-channel content and marketing strategies.
- \* Improved audience engagement by 20% via targeted campaigns and redesigned communication touchpoints.
- \* Managed \$200K+ program budgets, optimizing spend by 15% through data-driven prioritization.
- \* Built and grew community platforms to 10,000+ active participants across digital and live channels.

### Experience

#### MeemAin — Brand, Community & Product Manager

August 2023 - Present  
Khobar, Saudi Arabia

- \* Develop and execute brand and product communication strategies aligned with organizational goals and user needs.
- \* Design UX/UI for the organization's educational digital products, translating user research into intuitive interfaces.
- \* Create and manage digital content across web, social media, and internal platforms - from creative direction to performance measurement.
- \* Conduct market research and competitive analysis to identify growth opportunities and inform product and marketing decisions.

#### MAZJ Startup — Brand & Community Manager

January 2023 - August 2023  
Khobar, Saudi Arabia

- \* Led brand positioning and go-to-market strategy, aligning visual identity and messaging with business objectives.
- \* Defined success metrics and delivered regular marketing performance reports to leadership and stakeholders.
- \* Built strategic partnerships and community initiatives that expanded brand reach and accelerated early traction.

### Core Experience

- \* Product Strategy & Roadmapping
- \* Brand Strategy & Visual Identity
- \* Digital Marketing & Go-to-Market Execution
- \* UX/UI Design & Prototyping
- \* Community Building & Engagement
- \* Data Analytics & Performance Optimization
- \* Cross-functional Team Leadership
- \* Stakeholder Management & Reporting
- \* AI-Powered Product Development

### Products I Built • AI & Product

- \* **Halulu** - [www.halulu.food](http://www.halulu.food): AI restaurant finder using real reviews and location data on Google Maps.
- \* **Ruzma**: Contracts, invoicing, and project tracking for freelancers.
- \* **OneDesigner**: AI matching between businesses and designers by style, budget, and scope.
- \* **BrandMePlease**: AI-powered brand manager for businesses.

#### Zain Jordan — CER Divison Team Member

April 2018 - May 2022  
Amman, Jordan

- \* Designed and managed large-scale community and brand programs with \$200K+ budgets, owning end-to-end execution from concept to delivery.
- \* Applied data analysis to optimize outreach and marketing performance, reducing operational costs by 15%.
- \* Strengthened brand reputation through CSR campaigns and creative storytelling, engaging 10,000+ participants.
- \* Won 1<sup>st</sup> place in a company-wide competition judged by C-level executives for a strategic brand vision concept.

#### Onex Medtech — Branding & Marketing Specialist

May 2022 - December 2022  
Remote (UAE-based Company)

- \* Executed B2B go-to-market strategies for a medical device distribution platform, securing 18+ international partnerships worth \$80K+.
- \* Designed UX flows and marketing assets, improving partner onboarding and conversion across 70+ countries.
- \* Monitored healthcare industry trends to identify positioning opportunities and competitive gaps.



## Extra Experience

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### Design Battlefield — Founder

January 2015 - November 2021  
Saudi Arabia & Jordan

- \* Built a creative community with 40,000+ social media followers and 5,000+ event attendees.
- \* Secured partnerships with sponsors and influencers to drive brand visibility.

## Training & Programs

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### Design Strategy, IDEO U

Specialized training in aligning design with business strategy to achieve competitive advantages.  
Issued Dec 2024

### AI X Design Thinking, IDEO U

Leveraged AI tools to innovate user-centered design processes.  
Issued Dec 2024

### McKinsey Forward Program, McKinsey

Strategic problem-solving and leadership development.

Issued May 2023

### Brand Strategy, The Futur

March 2021 - May 2021

### Design, Co-creation and Entrepreneurship in Times of Overlapping Crises,

Goethe-Institut (Lebanon)

Issued May 2021

## Languages

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Arabic — Native

English — Professional Working Proficiency

## Leadership

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- \* Led cross-functional teams of 3–10+ across marketing, branding, design, and event management.
- \* Mentored junior staff, improving productivity and fostering a high-performance culture.

## Achievements

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### Tabadol Fellow - Injaz AlArab Lebanon

The Asfari Foundation and makesense  
May 2022

### Won 1st Place — Zain Jordan company-wide competition

Created the winning video concept visualizing Zain's 5-year strategic transformation, judged by executive leadership.

Zain Jordan

August 2018

### BADIR Fellow

International Youth Foundation (IYF)

November 2017

### Secured 1<sup>st</sup> Place in Ebtkarthoon Competition (2017) for a creative approach to design and social impact.

Jordanian Hashemite Fund for Human Development (JOHUD)

August 2017

## Education

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### Philadelphia University

Bachelor Degree of Interior Design

September 2014 - February 2018