

QUALIFICATION SUMMARY

Multi-property marketing and communications leader with experience driving commercial performance for Marriott International across four hotels in Jordan. Proven track record in developing integrated campaigns, launching hospitality experiences, and building strategic partnerships that drive revenue growth, digital performance, and brand visibility.

AREAS OF EXPERTISE

- | | | |
|------------------------|-----------------------|-----------------------------|
| ✓ Integrated Marketing | ✓ Strategic Marketing | ✓ Team Management |
| ✓ Brand Management | ✓ Negotiation Skills | ✓ Sales Planning & Analysis |
| ✓ Business Acumen | ✓ Research & Strategy | ✓ Digital Growth |

CAREER HIGHLIGHTS

- Successfully achieved and exceeded the 2025 digital revenue targets across four Marriott properties in Jordan, driving online bookings through targeted campaigns, paid media strategy, and optimized digital distribution.
- Led the concept development, decoration strategy, and full marketing campaign for the Sheraton Amman Ramadan experience, generating 12M+ digital impressions while exceeding seasonal financial targets.
- Directed marketing campaigns for New Year's Eve events at Sheraton Amman Al Nabil Hotel, achieving a 20% increase in covers in 2025, followed by fully booked outlets across the property for New Year's Eve 2026.
- Spearheaded the launch marketing of Splash Island at Dead Sea Marriott Resort & Spa, strengthening the resort's positioning as a leading family destination and driving increased leisure demand.
- Developed and executed the "Rooms on Pause" renovation communication campaign at Amman Marriott Hotel, successfully maintaining engagement and revenue across restaurants, spa, and resort experiences during the hotel room renovation period.
- Conceptualized and executed the Feast of 8 charity culinary event, bringing together seven Marriott International hotels alongside Al Aman Fund and the Royal Academy of Culinary Arts to support youth education initiatives while strengthening Marriott's community partnerships.
- Successfully increased revenue of training courses by 81% in my first year (2019), compared to the previous year, through innovative marketing strategies, data-driven decision-making, and outstanding customer service.

RELEVANT PROFESSIONAL EXPERIENCE

Multi-Property Assistant Director of Marketing Communications

Feb. 2026 – Present

Marriott International

Amman, Jordan

Leading marketing and communications strategy across Amman Marriott Hotel, Sheraton Amman Al Nabil Hotel, Dead Sea Marriott Resort & Spa, and Petra Marriott Hotel.

- Collaborate with General Managers and Revenue Management teams to support rooms, F&B, and events revenue growth.
- Oversee digital marketing strategy, paid media, social platforms, and campaign execution across all properties.
- Manage partnerships with PR agencies, Marriott Digital Services, media partners, and influencers.
- Direct content creation including photoshoots, campaigns, and marketing collateral while ensuring brand compliance.

Multi Property Marketing Communications Manager

Aug. 2024 – Feb. 2026

Marriott International

Amman, Jordan

- Developed and executed integrated marketing strategies across multiple properties in alignment with Marriott brand standards.
- Partnered with Revenue Management teams to support promotions and campaigns aimed at increasing occupancy and outlet revenue.

- Managed digital campaigns, social media strategy, and third-party partnerships to strengthen market presence.
- Oversaw marketing collateral production and coordinated with internal teams and agencies to deliver successful campaigns.

Business Development & Counselling Manager

Sep. 2019 – Sep. 2023

SAE Institute Amman

Amman, Jordan

Leading cross-functional teams of sales, business development, marketing, and content creators and setting goals regularly for each to ensure alignment with business objectives and drive-forward business growth and performance.

- Directing the marketing and sales teams on conducting offline events and educational exhibits such as university fairs, school visits, and workshops to build relationships with university counselors and potential students.
- Developing and implementing quarterly marketing strategies and campaigns, successfully increasing brand awareness, and driving business growth.
- Managing and motivating a team of 9 full-time sales (B2C & B2B) and marketing employees to improve processes, increase productivity, and achieve revenue targets across three services.
- Managing the annual marketing budget, executing campaigns within budgetary restrictions while optimizing return on investment, and frequently conducting financial analysis to make educated decisions and efficiently allocate resources.
- Managing and regulating the complete event planning process, from logistics and design to content creation and budget management, to deliver a seamless and impactful experience and achieve successful event outcomes.

Senior Career Advisor

Jun. 2018 – Sept. 2019

SAE Institute Amman

Amman, Jordan

Directed and motivated sales, business development, marketing, and content creation teams by setting and regularly monitoring team and individual goals to foster growth and success within the business.

Business & Marketing Lecturer

Oct. 2016 – Jun. 2018

SAE Institute Amman

Amman, Jordan

Delivered high-quality education through engaging course content, designed assessments to evaluate student progress, and integrated up-to-date models into lectures to inspire the practical application of theoretical concepts.

Business Development Officer

Jun. 2013 – Jan. 2015

Benood Oil & Gas Services

Amman, Jordan

Identified and established potential businesses by reaching out to partners and building strategic partnerships with new clients to drive-forward business growth.

Customer Relation Officer

Dec. 2012 – Jun. 2013

Bank of Jordan

Amman, Jordan

Delivered prompt and courteous customer service while building relationships and worked efficiently to achieve individual and branch targets.

CERTIFICATES

- Commercial Minds Program – Marriott International Leadership Program 2025–2026
- Google Ads Video Certification June 2023
- Google Ads Display Certification May 2023
- Google Ads Search Certification April 2023
- Introduction to Web Design and Development December 2022
- Marketing on Facebook: Managing a Company Page July 2019
- Global Leadership Program – Coventry, England January 2015 – December 2015

EDUCATION

MBA Management, Master's

January 2016

Coventry University

Coventry, England

Financial & Banking Sciences, Bachelor's

September 2012

University of Petra

Amman, Jordan