



MOSAB ABU KHALED

MARKETING MANAGER | DIGITAL MARKETING | BRAND & CREATIVE

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PROFESSIONAL SUMMARY

Marketing Manager and creative professional with an Architecture background and hands-on experience across digital marketing, brand development, social media, paid advertising, content production, e-commerce, website development, photography, graphic design and video production. Experienced in developing practical marketing plans and campaigns and carrying them through creative production, publishing, paid promotion, monitoring and reporting. Combines marketing knowledge with strong creative and digital execution capabilities, including AI-assisted workflows.

CORE COMPETENCIES

Marketing Strategy & Planning • Digital Marketing • Social Media • Paid Media • Campaign Management • Content Strategy • Brand Development • Creative Direction • E-commerce • Shopify • WordPress • Photography • Graphic Design • Video Production • Reporting • AI-Assisted Content Creation

PROFESSIONAL EXPERIENCE

Marketing Manager

Levant Group | Levant Residences & Hakeem Tahboub Aluminium Systems

Jul 2026 – Present

- Lead marketing activities across residential real estate and aluminium systems, covering brand presence, campaigns and creative output.
- Develop and manage Meta campaigns from concept and creative production through publishing, budget management, monitoring and reporting.
- Created both brands' logos and visual identities, developed marketing materials and the aluminium systems product catalogue.
- Produce property photography and video content and use AI-assisted workflows for image enhancement and visual development.
- Designed and built the Hakeem Tahboub Aluminium Systems WordPress website, including structure, content, imagery and implementation.

Marketing Manager

Courts Sport | Qatar — Remote from Jordan

Mar 2025 – Aug 2026

- Managed marketing operations and digital presence across Facebook, Instagram, Snapchat, TikTok, X, YouTube and LinkedIn, including campaigns, publishing, monitoring and reporting.
- Developed practical marketing plans, campaign strategies and advertising budgets; coordinated concepts, creative production and paid promotion.
- Built and managed the Shopify e-commerce website, including theme customization, app integration, product presentation and TAB payment-gateway integration.
- Planned product photography and marketing-ready assets, including preparation, retouching and creative composition.
- Supported customer-service planning and team workflows; coordinated marketing requirements with customer service.
- As part of the Courts Sport role, supported digital development for Roushan Resort, an affiliated business in Oman, including WordPress updates, review-platform integration, direct booking and a room-specific digital food-and-beverage ordering experience with AI-assisted menu imagery.

Marketing & Creative Media Supervisor

Tahboub Group

Jan 2022 – Nov 2025

- Managed marketing and creative activities across multiple group businesses, with major focus on Tahboub Home and Tahboub Appliances.
- Planned and produced seasonal campaigns for Bosch and Whirlpool and managed social-media execution, paid advertising, budgets, monitoring and reporting.
- Developed campaign concepts and creative assets for brand-stakeholder approval and supported Ramadan advertising on Roya TV and other outdoor/digital activations.
- Led the creative production of a 200+ page Tahboub Home kitchen catalogue, covering photography, content, product research, materials, accessories and visual presentation.
- Created the complete brand identity for The Wooden Factory, a U.S.-focused export brand for kitchens and wooden furniture.
- Contributed to group and brand websites through structure, content, imagery and WordPress implementation, including the multilingual Tahboub Group website.

PROFESSIONAL EXPERIENCE — CONTINUED

Graphic Designer & Social Media / Media Specialist

Al-Farid Star Academy and Schools

2019 – Jan 2022

- Produced visual and media content within Public Relations, Activities and Media for school communications, activities and events.
- Photographed students, interiors, graduations and events; produced and edited photography and video content.
- Prepared and published approved social-media content, monitored performance, supported paid campaigns and prepared periodic reports.
- Contributed to the schools' launch campaign across outdoor billboards, Roya TV, YouTube, Google, Facebook and Instagram.
- Produced the launch TV promotional video through filming, editing and post-production for Roya TV.
- Designed registration guides, brochures and printed marketing collateral from department-approved content.

Graphic Designer & Social Media Director

Irth Academy

2018 – 2020

- Designed social-media creative and managed the academy's digital content presence.
- Developed content ideas and campaign concepts for language, cooking and educational courses.
- Created and managed paid social-media campaigns, particularly on Facebook and Instagram, including publishing and performance reporting.

SELECTED FREELANCE PROJECTS

Freelance Marketing, Branding, Graphic Design, Photography, Social Media and Video Production | 2013 – Present

Z&Z; Furniture — Product photography, social content, catalogue development and advertising campaigns.

Z+ Chairs and Tables — Product photography, catalogue production, social creative and paid campaign materials.

The Little Coach — Complete brand development including logo and visual identity.

Hiba Al-Sama Center for Consulting and Training — Logo and complete visual identity development.

GIZ — Two vocational-training awareness campaigns in Jordan, producing motion-graphic videos explaining training programs and specializations.

DIGITAL & TECHNICAL SKILLS

Marketing: Strategy, campaign planning, paid advertising, social-media management, content strategy, creative direction, reporting and budget planning.

Platforms: Facebook, Instagram, Snapchat, TikTok, X, YouTube, LinkedIn; Meta advertising; Google advertising.

Web & E-commerce: WordPress, Shopify, website structure/content, theme customization, plugins/apps, e-commerce content and payment-gateway integration.

Creative Production: Apple Final Cut Pro (Final Cut Pro X), Adobe Premiere Pro, Photoshop, Illustrator; product and architectural photography; video editing; print and digital production.

Motion Graphics: Basic familiarity with Adobe After Effects.

Architecture & Visualization: AutoCAD, Revit, 3ds Max, SketchUp, Lumion.

AI & Creative Workflows: AI-assisted image generation/editing, visual enhancement, product/menu image creation, video ideation and creative production workflows.

EDUCATION

Bachelor of Architecture — Jordan University of Science and Technology (JUST), Irbid, Jordan | 2014 – 2019

Diploma of Architectural Engineering — WSTC, UNRWA, Amman, Jordan | 2012 – 2014

TRAINING

Digital Filmmaking Workshop — The Royal Film Commission, Jordan | Jul – Aug 2019

Architecture Training — ICON Architects | Jun – Aug 2017

PROFESSIONAL FOCUS

Marketing Management, Digital Marketing, Brand Development, Creative Production, E-commerce and Digital Content.

Architecture remains a core academic background supporting visual communication, spatial understanding and design thinking.