



ALHAJJMUSH

[VIDEO INTERVIEW](#)

EXPERTISE SKILLS

- Meta Ads campaign creation and management (Facebook & Instagram)
- Lead generation campaign strategy and optimization
- Performance marketing and campaign optimization
- Ad creative testing and messaging optimization
- Audience targeting, segmentation, and retargeting strategies
- A/B testing of ad creatives, hooks, and ad copy variations
- Campaign performance analysis (CTR, CPC, CPL, conversions)
- Data-driven marketing to improve campaign results
- Funnel and landing page performance analysis
- Social media marketing and advertising strategy
- Digital marketing and online lead generation
- Client communication and campaign reporting
- Sales and marketing strategy development
- CRM and customer relationship management
- Market research and audience insights analysis

Alhajj Mush is a digital marketing and business development professional with experience in lead generation, Meta Ad campaigns, and performance marketing across real estate, travel, and service-based industries. He has managed Meta lead generation campaigns with monthly budgets of \$3,000–\$5,000, improving CPL from approximately \$42–\$48 to \$18–\$22 through creative testing, audience segmentation, and retargeting strategies.

WORK EXPERIENCE

DIGITAL MARKETING SPECIALIST

Open Look/032 Outsourcing | 2022 – Present

- Managed digital marketing initiatives including email marketing campaigns and paid advertising strategies to generate leads and support business growth. Oversaw campaign planning, audience targeting, content coordination, and performance monitoring to improve engagement and conversion rates.

BUSINESS DEVELOPMENT MANAGER

Smartsales Marketing & Consulting Business | 2020 – 2021

- Managed digital marketing initiatives and lead generation strategies for service-based businesses, including Meta Ad campaigns and digital ad campaigns focused on generating qualified leads and expanding client acquisition. Conducted audience targeting, campaign optimization, and messaging improvements while analyzing performance metrics and implementing creative testing strategies to improve conversion rates.

BUSINESS DEVELOPMENT MANAGER

RedDoorz Philippines | Sept 2019 – Dec 2021

- Developed and executed digital marketing and advertising campaigns supporting property and hospitality services, focusing on customer acquisition and brand visibility. Managed digital channels, including social media marketing and Meta Ad campaign strategies, while analyzing market trends and optimizing messaging to improve campaign performance and engagement.

BUSINESS CONSULTANT

GulfBrokers Dubai | July 2018 – May 2019

- Execute purchases and sales of investment products in a timely and efficient manner
- Research and resolve issues in the trading area
- Provide clients with general information and help with their brokerage accounts



Click here to:

[BOOK AN INTERVIEW](#)



TOOLS

- Meta Ads Manager/Meta Business Suite
- Google Ads
- Google Analytics
- Canva
- Zoho CRM
- Salesforce
- Outplay
- Mailchimp
- Sender.net
- Sendinblue
- monday.com
- ClickUp
- Notion
- Google Sheets
- Google Workspace
- Microsoft Office
- Slack
- Zoom
- Microsoft Teams
- Skype
- Telegram
- Discord
- Batch Dialer
- Mojo Dialer
- RingCentral
- Dialpad
- SMS360

WORK EXPERIENCE

VIRTUAL ASSISTANT (REMOTE)

Multiple Clients | 2015 – 2022

- Supported digital marketing and lead generation initiatives for service-based and e-commerce businesses, assisting with Meta Ads campaign setup, audience targeting, and performance monitoring to generate qualified leads and drive customer acquisition.

SALES & MARKETING MANAGER

Saudia Airlines Catering Services | May 2015 – May 2018

- Designing and implementing a strategic sales plan that expands the company's customer base and ensures its strong presence

MARKETING MANAGER

Holiday Inn Riyadh | June 2014 – May 2015

- Managed hotel marketing initiatives, including digital marketing promotions and online advertising campaigns designed to increase bookings and brand visibility. The role involved supporting advertising initiatives across social media channels and coordinating promotional campaigns, including ad campaign messaging and audience targeting strategies.

SALES & MARKETING MANAGER, OPERATIONS MANAGER

Courtyard by Marriott | January 2012 – June 2014

- Designing and implementing a strategic sales plan that expands the company's customer base and ensures its strong presence

LEASING SPECIALIST /PROPERTY MANAGER /BUSINESS DEVELOPMENT/ LEAD GENERATION SPECIALIST

Active Property Management & Leasing | Pickering, Canada | 2021 – 2022 (Remote)

BUSINESS DEVELOPMENT REPRESENTATIVE (REMOTE)

Renegade Insurance | Georgia, USA | 2021 – 2022

PROPERTY ACQUISITION MANAGER (REMOTE)

EZ Fast Closing | Virginia, USA | 2020 – 2021

BUSINESS DEVELOPMENT MANAGER (REMOTE)

Haula | Houston, TX | Project-Based | September 2021

ESL TEACHER

Various companies | 2015 – 2021

SALES AGENT

TPS CONSTRUCTION / REAL ESTATE | DUBAI, ABU DHABI, SAUDI ARABIA | 2010 – 2012

PROPERTY SPECIALIST (LICENSED REAL ESTATE AGENT)

CENTURY PROPERTIES | MAKATI CITY, PHILIPPINES | 2008 – 2010

[CLICK HERE TO
VIEW MORE CANDIDATES](#)



[Click here to:
BOOK AN INTERVIEW](#)