

SULTAN ALHAJ AHMAD

MARKETING MANAGER
BRAND POSITIONING STRATEGIST

+966553478763



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Sultan Elhaj Ahmad



EDUCATION

Marketing
AppliedScience Private University
2018-2021 Good/ Honors List

PERSONAL INFORMATION

Address

Saudi Arabia - Riyadh

TheHashemite Kingdom Of
Jordan - Amman.

Date Of Birth
20/05/1998

Nationality
Jordanian

LANGUAGES

Arabic (Native).

English (fluent).

CORE COMPETENCIES

- Full-Funnel Marketing Strategy
- Meta, Snapchat, Google & TikTok Ads
- Bilingual Content Creation (Jordanian & Saudi Arabic / English)
- Social Media Management (Instagram, Snapchat, Facebook)
- SEO & Web Content Writing
- Influencer Marketing & Sponsorship Management
- Event Planning & On-Ground Activations Branding & Identity Creation
- Performance Reports & Analytics
- Client & Team Management

PROFILE

Strategic and creative Marketing Manager with over 5 years of experience developing and executing integrated marketing campaigns across medical, retail, F&B, sports, and real estate sectors. Specialized in social media strategy, content development, brand building, and performance optimization.

Known for launching successful community activations, managing high-ROI campaigns, and creating culturally engaging Arabic content tailored for both Jordanian and Saudi markets. Proficient in using data insights to drive results across platforms like Meta, Google, and Snapchat.

EXPERIENCE

SALES & MARKETING MANAGER

Garden Art - Landscape & Irrigation. Riyadh, Saudi Arabia | February 2026 - Present

- Developed and managed Garden Art's brand identity.
- Led marketing strategy, content planning, and digital presence across Instagram, LinkedIn, Google Business Profile, website content, and corporate outreach channels.
- Created Arabic and English marketing content tailored for the Saudi market, including social media posts, captions, campaigns, brochures, and company presentations.
- Supported sales activities through client outreach, lead generation, prospect research, email marketing campaigns, WhatsApp campaigns, follow-ups, and proposal preparation.
- Managed email marketing campaigns and built updated prospect databases for new business opportunities.
- Coordinated with management on business development activities, client communication, project submissions, and corporate presentations.
- Prepared professional sales and marketing materials for tenders, client meetings, company introductions, and partnership opportunities.
- Improved Garden Art's corporate image through consistent branding, premium visual direction, and professional marketing documentation.
- Supported client acquisition across sectors including villas, residential compounds, corporate buildings, healthcare, hospitality, government-related facilities, contractors, and developers.
- Worked closely with internal teams to align marketing materials with sales objectives, company positioning, and client requirements.

DIGITAL MARKETING MANAGER

Digital Dragon Marketing Agency. Saudi Arabia, Riyadh | May 2023 - June 2026

- Specialized in managing healthcare marketing accounts, including Care Clinic, SKN Clinic, HAMC, and U Medical Complex, Avant clinics, and Plenty of doctors.
- Built digital strategies across SEO, Google Maps optimization, paid ads, and social media for services such as laser, plastic surgery, dermatology, and internal medicine.
- Created Arabic/English campaigns promoting Medical procedures and devices.
- Directed creative production for offer posts, influencer videos, highlights, and online consultations.
- Managed team coordination with designers, media buyers, web developers and content creators.

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TOOLS & TECH PLATFORMS

- Meta Business Suite, Snapchat Ads, TikTok Ads, Google Ads
- WordPress, Google My Business, Amazon Seller Central
- Canva, CapCut, Photoshop (basic)
- Google Analytics GA4
- WhatsApp Business

MARKETING MANAGER

Quattro Village & Padel Me Club. Amman, Jordan | February 2025 – December 2025

- Lead all marketing and branding operations for QuattroVillage.
- Developed and executed marketing campaigns in collaboration with Reflect, Ittihad Bank, and Redbull including cashback activations, in-field events, branding materials, and tournaments.
- Built and managed monthly social media content calendars, carousels, and Friday activations targeting footfall and awareness.
- Managed Padel Me Club's full marketing scope including tournament planning, influencer partnerships, and gear shop promotions.
- Created video content strategies, event recap Reels, Directed photographer/videographer shoots and brand identity production.
- Oversaw booking campaigns and membership promotions targeting off-peak hours and family-focused users.
- Collaborated with management on sponsorship proposals, pricing models, and performance reviews.
- Managed to create successful tournament with collaborating with Ahli Bank, Zain, Careem and over 11 Sponsor that led to be one of the largest Padel Tournament in Jordan.

DIGITAL MARKETING EXECUTIVE

Khotwa Medical Co. / Step Drug Store / Al Farabi L.C.C – Jordan & KSA | Nov 2022 – June 2023

- Developed and managed cross-platform ad campaigns for pharmaceutical and medical import businesses.
- Managed SEO websites and Amazon/Noon product listings.
- Produced email newsletters and e-commerce content tailored to B2B and B2C audiences.
- Managed social media strategy and made sure that it match the estimated KPI's

S E L E C T E D V A L U E

- Brand Strategy and Brand Development
- Marketing Strategy and Management Campaign
- Content Strategy and Copywriting
- Creative and Visual Direction
- Digital Marketing and Social Media Management
- Sales and Business Development Support
- B2B Marketing
- Project and Vendor Coordination