Eyad Azzam

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Summary

Digital Marketing Specialist with 3+ years of expertise in Google & Meta Ads, e-commerce, email marketing platforms, and CRM tools. Skilled in analytics and data-driven strategies to optimize multi-channel marketing performance.

Work History

Marketing Specialist
Marketing Assistant (2021-2024)

Zenith Payments

Sydney, New South Wales December 2021- present

- Developing and executing targeted email marketing campaigns and newsletters using Mailchimp and Klaviyo.
- Creating automated workflows and personalized customer journeys within CRM platforms like Dynamics 365.
- Managing social media accounts and ad campaigns on Meta and LinkedIn to drive engagement and conversions.
- Designing sales and marketing collateral, website assets, and email banners using Adobe Creative Suite.
- Optimizing website content and structure on WordPress, integrating SEO best practices to enhance visibility and effectiveness.
- Writing compelling copy for websites, email marketing (EDMs), and creative briefs for agencies and copywriters.
- Analyzing customer behavior, website traffic, and PPC campaign performance to generate insightful reports and optimize marketing strategies.

Market Research Interviewer

McNair yellowSquares Pty Ltd

Sydney, New South Wales July 2021- November 2021

- Conduct high-quality market research interviews on behalf of clients.
- Interact professionally with customers, and gather valuable information concerning products, services, and experiences in Arabic and English.
- Ensuring accurate and detailed data entry into the CATI system, maintaining high-quality standards for client analysis and decision-making.

Marketing and copywriting Internship

UploadOnce

Sydney, New South Wales October 2020- February 2021

- Implemented and optimized marketing strategies and campaigns, tracking performance and generating insightful monthly reports using Google Analytics.
- Designed and created engaging social media content, including articles, artwork, and infographics for UploadOnce, ensuring brand consistency and audience engagement using Adobe Creative Suite.

Digital Marketing Coordinator

2ser Radio 107.3 FM

Sydney, New South Wales February 2020 – October 2020

- Conducted competitive market analysis, leveraging historical trends and industry insights to monitor changes in the Australian community radio landscape.
- Managed 2SER's social media presence, ensuring consistent engagement and audience growth.
- Assisted in creating engaging social media content, collaborating with the team to enhance brand visibility and audience interaction.

Administrative Assistant

Settlement Service International

Sydney, New South Wales August 2018 - August 2018

 Performed general office duties, including answering multi-line phones, routing telephone calls or staff messages, greeting clients, typing, proofreading, filing, sorting, and managing incoming and outgoing mail.

• Reviewed and updated client correspondence files and scheduling database.

Guest Service Agent

Days Inn Berlin

Berlin, Germany

March 2016 - December 2016

- Verified account postings and balances to ensure accuracy and proper record-keeping.
- Greeted and assisted visitors, providing a warm welcome and addressing their needs promptly.
- Handled inquiries and resolved or escalated issues to management to ensure high levels of visitor satisfaction.
- Proficient in OPERA Property Management System, utilizing it to manage guest reservations and streamline operations.

Project Social Worker

The Hutto project

Berlin, Germany April 2016 - July 2016

- Assisted in developing and implementing new policies to improve project operations.
- Provided translation support to participant children, ensuring clear communication and understanding.
- Coordinated with support teams to address participant needs and resolve issues efficiently.
- Mentored and supported youth refugees (ages 6 to 15), sharing valuable life experiences to foster self-esteem and social development.

Education

Bachelor of Business (Marketing major)

University of Technology Sydney (UTS)

Graduated: 2021

AWARD School

Graduated: 2023

Skills

Adobe Creative Suite: Photoshop, Premiere Pro, Illustrator.

 Digital Advertising: Google Ads, Google Analytics Meta Ads Manager, Bing Ads, LinkedIn Advertising, AdRoll.

Email Marketing & CRM: Mailchimp, Klaviyo and Dynamics 365.

Microsoft Office expertise

References: Available upon request.

Languages:

English: Fluent German: Fluent
French: Proficient Arabic: Native