

AMJAD AL MUSTAFA

Digital Marketing Strategist & Trainer | LeaderMas Founder

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PROFESSIONAL SUMMARY

Digital Marketing Strategist and Trainer with 13+ years of experience spanning marketing research, performance advertising, and education. Founder of LeaderMas Training, an Arabic-language platform that has trained 5,000+ marketers across 94 countries via Udemy and leadermas.com. Proven track record: 290% ROI on social campaigns, ROAS 6+ on Meta Ads, and 35% app sales growth at Syria's largest telecom. Combines deep marketing expertise with hands-on technical skills in WordPress development, Android apps (Kotlin), and AI-powered workflows.

PROFESSIONAL EXPERIENCE

Founder & Marketing Trainer | LeaderMas Training | May 2021 – Present

Istanbul, Turkey / Damascus, Syria · Full-time & Remote

- Founded and scaled the leading Arabic-language digital marketing education platform, now reaching students in 94 countries
- Built leadermas.com from zero — platform architecture, course production, sales funnels, and student experience end-to-end
- Published 3 professional courses on Udemy (Meta Ads, TikTok Ads, Market Research with SPSS) with 4,500+ enrolled students
- Achieved 290% ROI on social media campaigns and ROAS of 6+ on Meta Ads placements
- Generated 2,000+ leads with a 7.2% conversion rate on lead generation campaigns
- Developed supporting Android apps and integrated AI-powered workflows into course delivery and marketing operations

Digital Marketing Specialist | English Steps | Sep 2024 – Present

Istanbul, Turkey · Freelance / Remote

- Designed and developed english-steps.net from scratch, managing all technical and UX aspects
- Managed social media strategy and content creation to build brand awareness and drive enrollment
- Ran targeted digital advertising campaigns that increased student enrollment inquiries
- Ongoing technical consultant: payment gateway integration, website infrastructure, and digital systems

Digital Marketing Specialist | Finery Istanbul | Sep 2024 – Jan 2025

Remote · Freelance

- Built and launched fineryistanbul.com e-commerce website from zero
- Designed and executed B2B advertising campaigns to attract wholesale buyers across the Gulf region
- Built and organized a structured database of potential retail clients and business partners

Digital Marketing Manager | Maxart Advertising and Marketing | Apr 2024 – Sep 2024

Dubai, United Arab Emirates · On-site

- Managed multi-client digital marketing campaigns at a Dubai-based advertising agency
- Oversaw full-funnel strategies across SEO/SEM, paid social, email, and display advertising
- Maintained direct client relationships with regular performance reporting and strategic consultation
- Coordinated content, social, and paid media teams to ensure cohesive campaign execution

Digital Marketing Specialist | Syriatel Mobile Telecom | Jan 2020 – May 2021

Damascus, Syria · Hybrid

- Led digital marketing for Syria's largest telecom's mobile applications portfolio
- Grew app sales by 35% in one year through multi-channel campaigns (apps, SMS, social media)

- Increased bundle/service activation via “Akrab Elik” app by 62% in one year
- Surpassed full-year revenue targets in just 7 months

Marketing Research Specialist | Syriatel Mobile Telecom | Jan 2017 – Dec 2019

Damascus, Syria · On-site

- Conducted 25+ research projects — 14 GSM surveys + 11 non-GSM surveys + 5 focus groups — guiding strategic decisions
- Received official appreciation letter for “Cash with Bassem” TV show survey that directly increased company revenue
- Supervised telemarketing teams and trained new research employees in data collection and statistical analysis
- Analyzed data using SPSS and QPS, translating findings into executive-level reports and recommendations

Monitoring & Evaluation Specialist | United Nations Population Fund (UNFPA) | Jan 2018 – Jun 2018

Damascus, Syria · Freelance

- Third-party field monitoring for UN Women & Girls Safe Spaces (WGSS) project across Syria
- Supervised 50 field monitors across all Syrian governorates
- Developed M&E frameworks, tools, and satisfaction surveys in Arabic and English covering 10 governorates and 19 implementing partners

Marketing Supervisor | Level Up | Dec 2014 – Jan 2017

Damascus, Syria · Part-time

- Increased sales through digital marketing tools by 130%
- Managed full marketing team: hiring, evaluation, and multi-channel campaign execution
- Developed creative advertising concepts and identified market gaps through competitive research

EDUCATION

Master’s Degree in Technology Management (PMTM) | 2019 – 2022

Syrian Virtual University (SVU) | Damascus, Syria

Bachelor’s Degree in Business Administration | 2012 – 2018

Damascus University, Faculty of Economics | Damascus, Syria

KEY SKILLS

Digital Marketing: Meta Ads · Google Ads · SEO/SEM · Social Media Marketing · Content Strategy · Email Marketing · Campaign Analytics · Lead Generation

Training & Research: Curriculum Design · Training Delivery · Market Research · SPSS · Data Analysis · Focus Group Facilitation · Reporting

Technical: WordPress Development · Android (Kotlin) · AI-Powered Workflows · Google Analytics · Adobe Creative Suite

SELECTED CERTIFICATIONS

- **Meta Social Media Marketing Professional Certificate** — Meta / Coursera, 2021
- **Facebook & Instagram Advertising — 6 Certifications** — Meta, 2021
- **IBM Certified Specialist — SPSS Modeler Professional v3** — IBM / Syriatel, 2017
- **Training of Trainers (TOT)** — Khbrat Syria, 2013
- **Android Developer Track** — 1 Million Arab Coders, 2018
- **Build a Full Website using WordPress** — Coursera, 2022
- **R Programming** — Johns Hopkins University / Coursera, 2020

LANGUAGES

Arabic — Native or Bilingual Proficiency

English — Full Professional Proficiency