

ABDALLA ELHAJ

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Digital Marketing and Brand Growth Specialist

📍 Dubai, UAE

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👤 Abdalla Elhaj

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📷 Marketing_405s

🎓 EDUCATION

Bachelor / multimedia
Garden city university
09/2021 – present | Khartoum, Sudan

Bachelor's in business administration
Sudan university of science and technology
01/2015 – 07/2019 | Khartoum, Sudan

📖 COURSES

Social Media Management
Meta
11/2024

Facebook, Instagram, and Snapchat
Marketing
Digital Marketing Institute
08/2024

Product Management Essentials
University of Maryland, College Park
08/2024

Brand Identity and Strategy
IE Business School
08/2024

Introduction to Digital Marketing
Meta via coursera
05/2024

📁 PROFESSIONAL EXPERIENCE

My Stay vacation homes

Marketing Administration and Operations Specialist

09/2024 – present | Dubai, UAE

- Prepare detailed reports on expenses and monitor office budgets to ensure efficient resource allocation.
- Maintain and update company databases to ensure accurate record-keeping.
- Organize and manage filing systems for critical and confidential documents.
- Address queries from employees and clients professionally and promptly.
- Update and enforce office policies to align with operational needs.
- Provide administrative support and coordination across all departments to streamline company operations.
- Manage and optimize property listings on platforms like Airbnb, Property Finder, Dubizzle, and Bayut.
- Ensure high-quality presentation and visibility of real estate assets.
- Act as the primary contact for landlords, providing support and resolving issues to maintain strong relationships.
- Analyze business and marketing data to guide decision-making and improve operational efficiency.
- Develop, edit, and review marketing strategies, including plans for paid content and campaigns.
- Handle PR communications, liaising with guests and contractors to maintain positive relationships.
- Supervise and guide the media team to ensure alignment with marketing goals.

Nabid Medical Treatment Co.

Digital Marketing Specialist

11/2023 – 07/2024 | Dubai, United Arab Emirates

- Managing contracts with clinics and centres.
- Marketing Nabid services to the clients
- Handling customer inquiries
- Plan and execute all digital marketing, including SEO, SEM
- Good knowledge of Google Ad word
- Social media marketing strategy and planning
- Email marketing campaigns
- Brand marketing
- Maintenance of websites, blogs, and social channels
- Search engine optimization (SEO) strategy and implementation

INC House Creative Agency

Sr. Marketing Campaign Specialist

01/2022 – 04/2023 | Khartoum, Dubai

- Develop creative, multi-channel marketing strategies aligned with clients' business goals
- Collaborate with clients to define target audiences and campaign objectives
- Lead the execution of client marketing campaigns, ensuring high-quality output

LANGUAGES

Arabic	● ● ● ● ●
English	● ● ● ● ●

SKILLS

- Digital Marketing
- Market Analysis
- Google Ads
- Google Marketing Platform
- META Business Suite
- Canva
- Market Research

- Manage the creation of campaign assets that reflect client brand identity.
- Conduct A/B testing, creative iterations, and other optimization techniques to improve campaign results and ROI.
- Prepare and present detailed performance reports to clients, highlighting key results, insights, and recommendations for future campaigns.
- Analyze data to uncover trends, patterns, and actionable insights that can inform future strategies.
- Conduct post-campaign evaluations, assess the effectiveness of creative concepts, and apply learnings to future initiatives.
- Propose fresh, creative ideas that push boundaries and elevate client campaigns to new levels.
- Ensure all creative and marketing materials adhere to clients' brand guidelines and identity.
- Leverage market research, customer insights, and audience data to develop tailored campaigns that resonate with the target market

Royal Care international Hospitals Healthcare Marketing Consultant (Part-time/Concurrent)

10/2021 – 04/2023 | Khartoum, Sudan

- Develop strategies to position the healthcare brand in the market.
- Create engaging content for websites, blogs, social media, and newsletters.
- Develop educational materials (brochures, patient guides, online resources).
- Optimize website content for search engines (SEO) and manage paid advertising (PPC).
- Create referral programs to encourage patient and provider referrals.
- Coordinate community outreach events (health fairs, seminars, etc.)
- Assist in crisis communication and reputation management.
- Collect and analyze feedback to refine marketing strategies.
- Ensure brand consistency across all marketing materials and channels.

Innovation Technology LTD. Jr. Marketing and Growth Strategist

11/2017 – 12/2021 | Khartoum, Sudan

- Assist in executing strategic marketing plans
- Aid in identifying customer needs with internal teams
- Contribute to market research on products/services
- Assist in creating sales targets and development plans
- Build and maintain relationships with new and existing customers
- Support editing and executing marketing development plans