

Eyad Azzam

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Portfolio: <https://eyadazzam.com>

Summary

Enthusiastic and creative Marketing Specialist with 3+ years of experience in digital marketing and advertising. Proficient in SEM and Adobe Creative Suite with a proven ability to manage diverse projects and partnerships.

Work History

Senior Marketing Specialist

Sydney, New South Wales

Marketing Assistant

December 2021- present

Zenith Payments

- Creating email marketing campaigns and newsletters on Mailchimp and Klaviyo.
- Building automation and customer journeys through CRM such as Dynamics 365.
- Managing social media accounts and ad campaigns on Meta.
- Designing sales and marketing collateral, website, and email banners on Adobe Creative Suite.
- Managing multiple websites using WordPress, updating content and creatives to integrate SEO best practices for enhanced content visibility and effectiveness.
- Writing engaging copy for websites and EDMs and creative briefs for external agencies and copywriters.
- Generating performance reports regularly by analyzing customer behaviors, website traffic, and PPC campaign performance to make data-driven decisions and refine marketing strategies.

Market Research Interviewer

Sydney, New South Wales

McNair yellowSquares Pty Ltd

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.
- Create accurate & detailed entry of responses into CATI system for client review.

Marketing and copywriting Internship

Sydney, New South Wales

UploadOnce

October 2020- February 2021

- Worked on implementation of marketing strategies and campaigns; generated monthly marketing reports on the results of campaigns using Google Analytics.
- Designed and produced social media articles, artwork, and infographics for UploadOnce using Adobe Creative Suite.

Digital Marketing Coordinator

Sydney, New South Wales

2ser Radio 107.3 FM

February 2020 – October 2020

- Conducted in-depth competitive market analysis and used historical trend information and changes in the market of community radios in Australia.
- Managed 2ser presence on social media channels.
- Collaborated in the creation of social media content.

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 all account postings and balances.
- Meet and greet the visitors.
- Answered inquiries and addressed, resolved, or escalated issues to management personnel to ensure visitors satisfaction.
- Proficient with OPERA Property Management System.

Project Social Worker

The Hutto project

Berlin, Germany

April 2016 - July 2016

- Developed and rolled out new policies.
- Helped the participant kids with translation.
- Co-ordinated with support teams to resolve issues with participants. Shared valuable life experiences with the youth refugees aged 6 to 15 to promote positive self-esteem and improve social skills.

Project Facilitator

Syria Trust for Development

Damascus

October 2014 - May 2015

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 Facebook 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