

ESRAA ODEH

Digital Marketer

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SUMMARY

Motivated and result driven digital marketer, experienced in developing and executing multi-channel digital marketing campaigns, skilled at leveraging analytics tools to monitor performance metrics and enhance campaign efficacy, while possessing a blend of creative and analytical strengths.

EXPERIENCE

Independent distributor

Jeunesse Global

10/2018 - 07/2022

Independent distributor

Dubli Network

12/2015 - 10/2018

Technical underwriter

Al-Nisr Al-Arabi Insurance

12/2014 - 05/2015

Trainee

Jordan Kuwait Bank

06/2012 - 07/2012

Volunteer

Lothan Youth Achievement Center (LOYAC)

01/2014 - 01/2017

Volunteer

Business Development Centre (BDC)

EDUCATION

Bachelor's degree with the major of Finance

University of Jordan

08/2010 - 08/2014

Tawjihi, IT

Modern Systems School

09/2009 - 08/2010

LANGUAGES

Arabic
Native



English
Proficient



SKILLS

Business Development Leadership

Customer Relationship Management

Microsoft Office

TRAINING / COURSES

Digital Marketing

Participating in a remotely, digital marketing training with TAP program.

Understanding the basics, evolution, and importance of digital marketing in today's business landscape.

Learning techniques for optimizing website content, structure, and HTML to improve search engine rankings and visibility.

Leadership Training Camps

Experienced professional with a strong foundation in leadership, teamwork, and problem-solving. Participated in 4 intensive leadership boot camps with Team Glory across Jordan, Lebanon, and Egypt, honing skills in collaboration, communication, and strategic thinking. Proven ability to thrive in dynamic environments and lead teams towards achieving common goals. Eager to leverage this experience to drive success

Maharat - Customer relationship management and Soft skills

Dedicated professional with understanding of Customer Relationship Management (CRM) principles and techniques. Completed the Maharat Program at BDC Amman in January 2016, participating in 165 hours of intensive training. Acquired proficiency in CRM systems and strategies, studying fundamental principles and best practices enhancing customer relations. Proven ability to apply learned concepts effectively in real-world scenarios. Eager to utilize this expertise to drive customer satisfaction and organizational success.