

TAHA MSALLAM

Sales and Brand Manager

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📍 Nablus, Palestine.

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EXPERIENCE

Digital Marketing Trainee program

Talent Acceleration Platform (TAP)

📅 02/2024 - 06/2024 📍 Netherlands (Online)

- **Digital Marketing Strategies:** Developed a deep understanding of formulating effective digital marketing strategies tailored to diverse business objectives.
- **Social Media Advertising:** Received specialized training in creating and executing successful social media advertising campaigns, encompassing platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- **Marketing Plan Strategy:** Developed skills in crafting comprehensive marketing plans, ensuring alignment with organizational goals, and addressing market dynamics.
- **Performance Strategies:** Explored and implemented performance-driven strategies to optimize digital marketing campaigns for maximum efficiency and effectiveness.

Sales and Brand Manager

Bossini

📅 01/2023 - Present 📍 Nablus, Palestine

- Spearheaded brand development initiatives: enhancing brand visibility and engagement by reaching {10,000} new customers.
- Increased revenue: by {15%} through sales operation management and strategic implementation.
- Collaborating with the marketing team: to develop and execute marketing campaigns that aligned with brand goals and drove customer acquisition.
- Developed short term & long term brand strategy: achieve increasing 20% of incremental sales annually.

Sales and Marketing Officer

Al Tafeeti Furniture

📅 01/2022 - Present 📍 Nablus, Palestine

- Created and implemented effective sales strategies to drive revenue and meet targets.
- Built and maintained strong relationships with customers to ensure satisfaction and loyalty.
- Planned and executed marketing campaigns, both online and offline, to promote products and attract new customers.

Civil Engineering Intern

Ziadah Consultant Architects and Engineers Company

📅 07/2021 - 10/2021 📍 Ramallah, Palestine

- Provided essential support to engineering projects, including drafting plans, conducting site visits, and assisting with project coordination.
- Conducted analysis and interpreted data to support decision-making processes and ensure project efficiency.
- Collaborated with engineering teams to troubleshoot issues, optimize project timelines, and ensure project milestones were met.

SUMMARY

Civil engineering graduate with a strong background in B2C sales and brand management. My journey began in furniture retail and progressed to a pivotal role as Brand Manager at Bossini, where I contributed to the success of La Notte in Palestine. My experience, gained within my family's business, has refined my soft skills. I am driven by a passion for the dynamic nature of digital marketing and bring a data-driven approach to campaign strategies, focusing on tangible results.

LANGUAGES

Arabic

Native



English

Proficient



SKILLS

Brand Management

social media marketing

Team Leadership CANVA

(google /meta)Ads manager

adaptability sales

ACHIEVEMENTS



Certifications:

Introduction to Meta Social Media Advertising by Aptly

because I discover a keen interest in digital marketing and I enrolled in this course, and I was dedication and commitment to finish it



Successful Grand Opening Events:

I flawlessly executed the grand openings for Bossini and La Notte in Palestine, meticulously planning every detail for a seamless and impressive experience. Both events gained extensive exposure, showcasing the success of strategic planning from start to finish.