

Kerim Muselli

Digital Marketing Manager | Account Management & Team Leadership
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Languages: Arabic (Native) | English (Fluent) | Turkish (Intermediate)

Nationality: Syrian – Turkish

PROFESSIONAL SUMMARY

Senior Digital Marketing Account Manager with 6+ years of experience leading high-performing teams across MENA and Turkey. Proven expertise in paid advertising strategy, account management, client retention, and team leadership. Managed 40+ client accounts and delivered high-impact B2B and B2C campaigns across real estate, FMCG, healthcare, fragrance, education, and NGO sectors. Generated six-figure revenue and achieved 20x ROAS for an NGO client through performance-focused campaign optimization. Data-driven strategist skilled in KPI analysis, paid media growth, and relationship management, with a strong track record of maintaining 100% client retention through proactive, insight-led client partnerships.

CORE SKILLS

- Digital Marketing Strategy & Campaign Planning
- Team Leadership & Account Management
- Paid Advertising (Meta Ads, Google Ads, Bing Ads)
- Analytics & KPI Tracking (Google Analytics, Looker Studio, GTM)
- CRM & Project Management (Zoho, Pipedrive, Bitrix24, Odoo)

TECHNICAL SKILLS

Meta Ads | Google Ads | Bing Ads | Google Analytics | Google Tag Manager | Looker Studio | WordPress | Elementor | Zoho CRM | Pipedrive | Bitrix24 | Trello | Odoo | Photoshop | Canva | ChatGPT | Gemini | Microsoft Office | Google Workspace

PROFESSIONAL EXPERIENCE

Account Manager

Nexus Solutions – Dubai, UAE | Jan 2024 – Present

- Led integrated marketing campaigns across fashion, real estate, and multi-sector projects, driving measurable growth in leads, sales, and brand visibility.
- Optimized websites and user experience across WordPress and CMS platforms, improving conversion rates through data-driven testing and UX enhancements.
- Managed paid advertising campaigns (Meta & Google Ads) across UAE, Iraq, and Turkey, improving ROI through strategic targeting and continuous optimization.
- Executed large-scale event marketing and on-ground coordination with international organizations (USAID, GIZ), including climate adaptation initiatives and job fairs; managed stage setup, audio/sound, and social media coverage for Baghdad job fair (2024, 2025).

- Built and maintained strong relationships with corporate clients, NGOs, and government entities across MENA, ensuring long-term collaboration and alignment.

Business Development & Digital Marketing Manager

Royal Smells – Iraq (Remote) | Jan 2024 – Apr 2026 (Part-time)

- Reduced cost per messaging result from **USD 6.00 to USD 0.40** by analyzing campaign data, improving ad creatives, testing winning messages, and optimizing campaigns for both consumer and business audiences.
- Increased sales by **150% compared to the previous year** by implementing a new sales strategy, training call center representatives, improving follow-up processes, and setting clear performance targets for B2B and B2C departments.
- Improved after-sales service and retargeting strategies to encourage previous customers to purchase new scent devices and aroma oils, while launching offers to move high-stock inventory lead to **15%** revenue increase.
- Expanded B2B awareness and lead generation campaigns across major Iraqi cities and key scent markets, strengthening Royal Smells' positioning among businesses, retailers, and commercial clients.
- Enhanced the website and customer journey by improving user experience, product presentation, landing pages, and conversion flow, while supporting the development of a separate e-commerce platform and mobile application.
- Developed AI-powered tools to reduce **50%** of time spent on complex operational tasks, including mass product label design, design variations, and repetitive marketing production workflows.
- Created and improved company branding materials, including product catalogues, brochures, sales presentations, and marketing assets to support sales teams and client communication.
- Improved SEO performance and search visibility in Iraq by optimizing website speed, compressing images, creating dedicated landing pages, and enhancing product descriptions to rank on the first page of Google search results.

Digital Marketing Manager

Emirates Advertising – Dubai, UAE | Dec 2022 – Dec 2023

- Led digital marketing department managing cross-functional teams (performance marketing, content, design, web development) for a UAE holding company with AED 1B+ capital.
- Directed end-to-end marketing operations across 10+ subsidiaries, overseeing brand positioning, website development, social media strategy, and KPI tracking.
- Established KPIs, monitored performance metrics, and conducted team evaluations, driving improvements in efficiency, accountability, and campaign ROI.
- Executed high-profile corporate events including Turkish Expo – Dubai, ensuring strong brand visibility and lead generation.

Account Manager

19 Agency – Istanbul, Turkey | Jul 2020 – Dec 2022

- Managed client accounts across regional and international markets, delivering end-to-end performance marketing solutions across real estate, healthcare, education, cosmetics, and F&B sectors.
- Achieved 20X increase in ROAS for NGO campaigns, generating **over \$2M donations** through data-driven optimization and strategic targeting.

- Generated **\$100K+** in revenue within 2 months for smart diffuser brand by designing and executing high-converting paid advertising campaigns.
- Increased student enrollments 100% for education sector clients through funnel optimization and targeted acquisition strategies.
- Increased beauty clinic sales by 100% through optimized paid ads and strategic client positioning.
- Built and maintained strong client relationships, acting as primary point of contact for campaign coordination, reporting, and strategy alignment.

EDUCATION & CERTIFICATIONS

- Bachelor's Degree in Economics – University of Aleppo - 2014
- Google Ads Search Certification – 2023
- Google Ads Display Certification – 2023
- Project Management Certification – 2020
- Market Research Strategy (LinkedIn) – 2020