Majed Qutaishat

AI-Powered Marketing · Demand Generation · Brand & Creative Strategy

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PROFILE

I'm a Berlin-based marketer with a BA in Advertising & Brand Communication and hands-on experience in paid social, content and video production, campus events and B2C sales across Germany and Jordan. I plan Meta campaigns, design and produce creative, and turn audience questions into clear, useful marketing.

SELECTED RESULTS

- MEU Esports: organized an in-house event that attracted more than 300 people
- Delta Electronics EMEA: researched 60+ European agencies, built a 15-agency shortlist and brought 2 finalists; the team selected Meijer + Walters
- ArenaX Showdown: 28 registrations, 19 confirmed participants and 3,900 Instagram accounts reached, documented in my bachelor thesis
- MEU Digital Booklet: conceived and designed a live self-service booklet, implemented with MEU's IT team

EXPERIENCE

Sales Representative · Cosmetics · Sakare — Jun – Oct 2026

- Advised customers on cosmetics and explained products clearly, helping each one choose with confidence
- Supported a shop team averaging approximately €8,000 in monthly sales over a four-month period

Marketing Officer · Middle East University — Nov 2025 – Jun 2026

- Conceived and designed the MEU Digital Booklet in Figma, a self-service guide for prospective students, built and launched by the university's IT team
- Produced student videos end to end: concept, script, directing, filming, editing and publishing
- Organized campus esports tournaments, including one event that drew more than 300 people, and proposed a university esports team strategy
- Planned and ran paid Facebook and Instagram campaigns in Meta Ads Manager
- Handled community enquiries across digital channels and qualified prospective-student leads

Branding Intern · Zain Jordan — May – Jul 2025

- Supported branding, digital marketing and localized communications with creative teams, internal stakeholders and external agencies
- Produced and edited visual content, branded assets and social posts, using AI tools for content ideation
- Researched market trends and audiences to sharpen messaging

Marketing Intern · Delta Electronics EMEA — Oct 2023 – Apr 2024

- Ran a European agency search: researched 60+ B2B agencies by phone and email, documented a 15-agency shortlist and brought 2 finalists to the team, which selected the partner
- Managed Delta and Eltek EMEA social posts within both brand guidelines and built the following year's content queue in advance
- Led creative for the Data Centre World London 2024 invitations, adapted Xubus Node merchandise and prepared client cards in 15 languages
- Researched Gulf telecom trade shows for the sales team and wrote the social media handover

Earlier B2C cosmetics sales: Cocoàge Cosmetics (Jul – Oct 2023) · Kosmetik Friedrichstraße (Oct 2022 – Jul 2023)

EDUCATION

BA Advertising & Brand Communication · SRH Berlin University of Applied Sciences · 2021–2025

STRENGTHS

- Paid social & Meta Ads campaign planning
- Content, video & creative production
- Audience research & segmentation
- Event planning & community engagement
- Lead qualification & B2C consultation
- Brand & creative strategy
- SEO-aware copywriting
- AI-assisted marketing & prototyping
- CRM workflow support

TOOLS

Design & content: Figma, Adobe Creative Cloud, Canva

Marketing platforms: Meta Business Suite, Meta Ads Manager

AI & productivity: ChatGPT, Claude, Gemini, Microsoft Excel, Microsoft Office

CRM workflows (working familiarity): Salesforce, Marketo

Earlier creative work (Delta internship): Adobe Photoshop, Adobe Illustrator, Adobe After Effects, AI image tools for exploration

LANGUAGES

Arabic: Native · English: Fluent · German: A2.2

CERTIFICATIONS

- Google · Foundations of Digital Marketing and E-commerce (Coursera, 1 Oct 2025)
- Meta Marketing Analytics Certification
- Adobe AI-Powered Content Marketing and Strategy Specialization