

FAISAL KOKASH

Driven and responsible postgraduate marketing performer with experience in planning and developing advertisement content for big players. Creative and critical appraisal young professional ensuring clients' satisfaction is met by proposing impactful content to drive engagement and sales.

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✉ Faisal_Kokash@icloud.com
🏠 Amman, Jordan
🌐 [Faisal Kokash](#)
📁 [Portfolio](#)
🗣 English (B2 Level)
🗣 Arabic (Native Level)

❖ TECHNICAL SKILLS

- Advertising Creativity and Creation
- Social Media Marketing
- Mobile Marketing
- Adobe Photoshop | Canva
- UX/UI Design
- Google Analytics
- SEO\SEM
- HTML | CSS | WordPress
- Microsoft Office
- SPSS
- Mailchimp

❖ CORE COMPETENCIES

- Supportive Team Member
- Problem-Solving
- Sales and Negotiation
- Public Speaking
- Critical Thinking
- Interpersonal Communication
- Emotional Intelligence
- Time Management

❖ REFERENCES

- ◆ **FANDI OMEISH**
Associate Professor
Princess Sumaya University for Technology
✉ f.omeish@psut.edu.jo
- ◆ **VITA KADILE**
Marketing Programme Director
University of Leeds
✉ v.kadile@leeds.ac.uk

❖ EDUCATION

MASTER OF ADVERTISING AND MARKETING Leeds, England
UNIVERSITY OF LEEDS December 2024

- Pass with Distinction.
- Recipient of Leeds University Business School Masters Excellence Scholarship.

BACHELOR OF E-MAREKTING AND SOCIAL MEDIA Amman, Jordan
PRINCESS SUMAYA UNIVERSITY FOR TECHNOLOGY September 2023

- GPA 93.80 | Honor list, Rank 1

GENERAL SECONDARY CERTIFICATE IN SCIENTIFIC STREAM Amman, Jordan
AL JAZEERA SCHOOLS July 2019

- GPA 84.4

❖ EXPERIENCE

LECTURER Amman, Jordan
PHILADELPHIA UNIVERSITY March 2025 – Present

- Deliver undergraduate marketing courses, integrating real-world case studies and digital marketing tools to enhance student engagement and learning outcomes.

EDUCATION ENGAGEMENT OFFICER Bradford, England
SOCIETY OF DYERS AND COLOURISTS July 2024 – February 2025

- Create engaging content for members.
- Follow up with applicants to make the journey engaging and interactive.

JUNIOR ACCOUNT EXECUTIVE Amman, Jordan
VMLY&R May 2023 – August 2023

- Generate creative ideas to meet client's expectations while creating job briefs.
- Achieved +11.8% in clients' engagement by leading social media campaigns.
- Increased engagement by 20% through leading social media coverage for events.

CLIENT SERVICING TRAINEE Amman, Jordan
WUNDERMAN - VMLY&R February 2023 – May 2023

- Strategic communication creation and advertisement planning for renowned brands (Orange and Royal Jordanian Airlines).
- Collaborated in designing advertisement briefs to align with customer's brand values to promote products and services.

FRONT OFFICE AGENT Amman, Jordan
GRAND HYATT AMMAN August 2021 – October 2021

- Managed welcoming and meeting guests' needs, increasing satisfaction by 15%.
- Providing first-class customer service in regulating arrivals and departures to ease customers' experience while liaising with other departments.

❖ CERTIFICATES

Microsoft Office Specialist: Excel Associate March 2024
Google Ads Apps January 2023
HubSpot Social Media December 2022
Advanced Google Analytics December 2022
Google Analytics for Beginners November 2022
The Fundamentals of Digital Marketing March 2022