



Daniel Farah

Tel	+49 157 50083700
Email	Daniel.frh92@gmail.com
Linkedin	linkedin.com/in/danielfrh
Website	Please see <u>page footer</u>
Address	10119 Berlin

Helping startups tell their stories across digital/ offline channels, through graphic design, and strategic marketing planning, budgeting, and execution.

Experience

Marketing Communications Manager (Interim)

Seinerzeit Flora & Fauna, Berlin | Aug 2023 – Feb 2024

- Recreated, printed, and installed offline brand collateral across 180 branches, and rebuilt the B2C & B2B websites.
- Launched targeted social media campaigns, and optimized SEO & SEM rankings, which increased B2C sales by 35%.
- Expanded the B2B network by 20% through newsletters & direct marketing, and led the planning & participation in the Inhorgenta Munich 2024 event that secured 13 new NDAs.
- Drove a 30% increase in seasonal sales through targeted campaigns and loyalty programs to B2B partner shops.
- Streamlined the artworks creation processes on a tight budget using in-house resources and AI tools.

Product Marketing Manager (SAAS)

Beeta.One (weeve GmbH), Berlin | May 2022 – Jul 2023

- Established presence within the IoT industry through joining German and global networks, in addition to launching co-branded content, to drive platform signups.
- Optimized LinkedIn campaigns and email marketing to generate leads, and led a social media-driven Hackathon to launch the weeve IoT platform.
- Launched a B2B partner program, streamlining onboarding processes and securing 10 new NDAs.
- Developed impactful marketing materials that included investor packages and presentations for startup funding pitches.
- Managed events with tailored marketing and social media strategies.

Education

B2 Deutschkurs

Feb 2025 – Present
IFS Berlin

A2 - B1 Deutsch Zertifikat

Mar 2024 – Oct 2024
DTZ - BAMF

Brand Management M.A.

Mar 2022 – Sep 2023
Macromedia University
Berlin, Germany

Communication Design B.A.

Sep 2013 – Feb 2014
Mainz Fachhochschule,
Mainz, Germany

Design and Visual Communication B.A.

Sep 2010 – Aug 2015
German Jordanian University
Amman, Jordan

Professional Skills

Strategic Marketing

Creative Campaign Development
Integrated Marketing Strategies
Content Creation & Production
Digital Marketing Optimization
Socials Strategy & Management
SEO/ SEM Optimization

Marketing Analytics

Campaign Performance Analysis
Analytics Tool Expertise
Market & Competitive Analysis

Brand Communication

Brand Strategy Development
Brand Creation & Management
Public Relations

Product Development Senior Officer

Bank of Jordan, Amman | Apr 2021 – Dec 2021

- Led a team of 5 “Loyalty Programs Officers”, and managed the department’s day-to-day operations and quarterly KPIs.
- Upgraded the bank’s brand positioning, and increased brand equity by 21.5% through innovative online marketing strategies and events.
- Launched and managed 43 campaigns related to cards and digital payments, resulting in a 21.5% boost in social media engagement and a 248.8% increase in website traffic.
- Drove a 20% increase in card issuance and a 32% rise in spend through targeted in-app and SMS campaigns.
- Launched the Levant digital loyalty platform, expanding the partner/vendor network by 75%.

Marketing Senior Officer

Capital Bank Group, MENA | Dec 2016 – Apr 2021

- Led the complete rebranding project of Capital Bank Group, including the Audi Bank acquisition, and transformation of branches, all digital channels, and ATMs.
- Oversaw UX/UI digital upgrades for the group websites and mobile apps.
- Managed a 1M Euro rebrand campaign across all marketing channels and executed 55 campaigns in 2020, resulting in a 37.5% increase in social followers and a 467.8% spike in website traffic.
- Led the annual marketing strategy and budgeting with cross-functional leaders.
- Sourced and managed local and international vendors like AdPro, Leo Burnett, and JWT.

Communications and Operations Events Supervisor

Behind The Scenes Eventology, Amman | Mar 2016 – Dec 2016

- Developed innovative event concepts, and supervised the execution of large-scale private and national events by handling vendor/supplier/agency communications.

Communication Designer

Limelight Design Agency, Amman | Nov 2015 – Mar 2016

- Created brand identities and marketing materials and managed advertising and communications for clients.

Graphic Designer

Damm und Bierbaum, Frankfurt | Feb 2014 – Jul 2014

- Designed materials for major clients including Lufthansa, Rossbacher, Betaseed, Hassia, Buderus, and Frapor.

Project Management

Strategic Campaign Management
Budgeting and Forecasting
Stakeholder Management
Team Leadership
CX Management

Technology Skills

Adobe Suite

Photoshop
Illustrator InDesign
Premiere

CRM

HubSpot
Salesforce
Brevo

Figma

SEO Testing Tools

Leonardo AI

Web-builder tools

Word Press
Webflow
Wix
JTL

Personal Skills

Taking initiative
Data Oriented
Energetic
Social
Practical

Languages

English C1

Deutsch B2.1