



David Fouad

Marketing Manager | Creative Direction & Brand Campaigns

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Portfolio: d9fou.pages.dev

PROFESSIONAL SUMMARY

Marketing Manager and Creative Director with +7 years of experience leading brand campaigns across Iraq's most competitive markets. Proven track record directing campaigns with budgets up to 150,000\$, managing teams of up to 15, and generating over 10 million views per campaign. Certified by AMA, DMI, Google, Meta, and HubSpot. Open to senior Marketing Manager roles in Erbil or remote.

80+ Commercial Productions	\$150K+ Campaign Budget	10M+ Views Per Campaign	100K+ Followers Grown	15 Team Size Led
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EXPERIENCE

Creative Director

Remark Jun 2026 Baghdad, Iraq Contract

- Led creative direction across 6 major client accounts with a campaign budget of approximately 30,000\$.
- Managed 3 Account Managers and supervised full team workflows end-to-end.
- Directed the flagship campaign for Rihana Group Holding (Residential Complex, Zamzam Complex, Rihana Park), reaching over 10 million views.
- Art-directed the launch campaign for Al Warda Market (Al-Nakhil branch), generating over 2 million views and strong foot traffic from day one.
- Directed video ad campaigns for Joker Food Products, reaching over 3 million targeted views.

Marketing Manager

MT Studio Oct 2025 – May 2026 Baghdad, Iraq Full-time

- Joined as Creative Partner and Head of Marketing, owning agency strategy, client pitching, contract negotiations, and full campaign delivery.
- Led a core team of 5 creative professionals across beauty centers, top salons, and family bakeries.
- Managed total campaign budgets exceeding 35,000\$, generating over 10 million views across client accounts.
- Drove consistent conversion growth and repeat client retention across all managed accounts.

Marketing Manager

9T Creative Sep 2025 Baghdad, Iraq Contract

- Directed the full 360-degree launch of 11:11 Perfumes with a budget of 150,000\$, from strategy and concept through to final execution.
- Built and executed an omni-channel campaign combining digital video ads, outdoor LED screens, billboards, influencer campaigns, and a live MG Car Giveaway activation.
- Worked with Iraq's top content creators including Azzouz, Rawan, Ayat Al-Jumaili, and Ahmed Hussam.
- Generated over 10 million views and drove sustained high-volume e-commerce orders from launch day.

Marketing Manager

The Studio Sep 2024 – Aug 2025 Baghdad, Iraq Full-time

- Managed a 12-member team across over 30 client accounts, delivering more than 100 commercial ad productions with consistent quality and on-time delivery.
- Led a 100,000\$ 360-degree campaign for Nawafid Al-Alam (Jawharat Baghdad residential project) spanning billboards, influencer marketing, and digital channels.
- Directed Afro Center's campaign featuring Enas Taleb, achieving over 10 million views and doubling revenue on the Versada product line.
- Directed Firefly's campaign, generating over 7 million views.
- Executed a viral agency branding campaign reaching over 5 million views, directly driving new client acquisition.
- Implemented Notion for end-to-end workflow management, improving team turnaround time and cross-team communication.

Marketing Manager

Al-Mubdaa Aug 2023 – Aug 2024 Baghdad, Iraq Full-time

- Led B2B marketing strategy for a specialized medical equipment company covering Sonar, Echo, and Lab Devices.
- Organized medical conferences, workshops, and trade exhibitions that directly supported high-ticket equipment sales.
- Built a targeted B2B community of over 10,000 doctors and lab specialists.
- Generated over 2 million total content views within a highly specialized professional audience.

Marketing Manager

Talabatey App May 2019 – May 2023 Baghdad, Iraq Full-time

- Built and led a 15-member marketing department including designers, video editors, media buyers, PR leads, influencer managers, and developers.
- Scaled the app to approximately 5,000 daily orders across all Iraqi provinces.
- Grew organic social media channels to over 100,000 followers through strategic content and influencer partnerships.
- Secured market dominance in the Kurdistan region against major competitors during tenure.
- Directed major nationwide campaigns including the Car Giveaway activation, the I Am Iraqi campaign across digital and billboards, and 50 percent discount drives across all provinces.
- Managed all influencer relationships directly, including contracts, content direction, and performance review.

CORE SKILLS

Strategy and Management:

Marketing Strategy, Brand Management, Campaign Planning, Budget Management, Team Leadership, Project Management, Client Relationship Management

Digital Marketing

Social Media Marketing, Influencer Marketing, Paid Advertising, OOH Campaigns, 360-degree Integrated Campaigns, Community Building, B2B Marketing, ROAS, KPIs Tracking, Media Buying

Creative

Creative Direction, Art Direction, Script Development, Video Production, Cinematic Directing, Content Strategy, Copywriting

Tools

Meta Business Suite, Meta Ads Manager, Google Analytics 4, Google Ads, Notion

EDUCATION AND LANGUAGES

Bachelor of Arts in English Literature

Al-Mustansiriya University
Graduated: 2012 – 2016

Arabic - Native

English - Professional

French - Intermediate

CERTIFICATIONS

DMI & AMA Certified Digital Marketing Professional 2023

Meta / Coursera Meta Social Media Marketing Professional Certificate (6 courses) 2023

Google Google Analytics Certification 2023

Google Digital Garage Fundamentals of Digital Marketing 2024

LinkedIn Marketing Labs LinkedIn Marketing Fundamentals 2024

LinkedIn Marketing Labs LinkedIn Marketing Strategy 2024

SEMrush Academy Content Marketing and SEO Fundamentals 2025