

MAJD HIJAZIN

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Marketing Manager — Brand Growth, Digital Marketing & Engagement

Professional Summary

Marketing Manager with 6+ years of experience driving brand growth, digital marketing strategy, and large-scale campaign execution across the MENA region. Proven track record in scaling brands, go-to-market product launches, and building rider and customer engagement programs. Deep expertise in performance marketing, content strategy, SEO, and cross-functional team leadership, with a data-driven approach that consistently ties marketing activity to measurable business outcomes.

Areas of Expertise

Digital Marketing & SEO, Data & Performance Analysis, Resource Management, Team Leadership & Collaboration, Event Management & Product Launches, Team Development, Go-to-Market Strategy, Brand Management, Content Strategy & Storytelling, Campaign Planning & Execution, Stakeholder & Partner Management, Budget Management & ROI Tracking

Career Highlights

- Led the market launch of BYD and JAC Motors in Qatar, executing integrated go-to-market campaigns and high-impact events that grew brand awareness and drove measurable showroom footfall.
- Directed the Toyota GR86 launch in Jordan, engaging 40,000+ online and offline participants and delivering a record-setting regional benchmark for automotive launch events.
- Built Desert Fox Racing into the No. 1 esports brand in the Middle East, hosting TGR Esports MENA for four consecutive years and growing a community of over 500,000 online fans.
- Founded and scaled Boatify Rentals, onboarding 150+ boats and 1,500+ clients across the MENA region, achieving rapid GMV growth.
- Built Talabat's rider engagement and marketing function from scratch, scaling monthly digital reach from thousands to millions across a workforce of tens of thousands of riders.

Professional Experience

Marketing Manager | Talabat

Jordan | May 2025 – Present

- Built and led a rider engagement and marketing function from the ground up, designing team structures, engagement frameworks, and digital platforms to support 10,000+ frontline delivery workers.
- Scaled monthly digital reach from low thousands to 2M+ through data-driven content strategy, A/B testing, and performance optimization.
- Designed and executed KPI-linked incentive and recognition programs for a large distributed frontline workforce, improving engagement scores and delivering measurable performance uplift.

Founder| Boatify Rentals LLC.

Jordan & UAE | May 2022 – January 2025

- Managed all business operations and P&L for a boat rental marketplace, overseeing the onboarding of 1,500+ clients worldwide.
- Developed and executed strategic business plans, securing key supplier and partner contracts and expanding into new markets across Jordan and the UAE.
- Led the team in launching new services, including boat experience packages and corporate rentals, delivering projects on schedule and within budget.

Marketing Manager | Mannai Trading Co. WLL

Qatar April 2023 – May 2024

- Led the go-to-market launch of BYD and JAC Motors in Qatar, executing integrated campaigns, launch events, and dealer enablement initiatives that increased brand recognition and drove measurable market share gains.
- Led cross-functional teams in executing major launch events and campaigns, managing timelines, budgets, and agency relationships.
- Tracked and reported campaign performance against KPIs, iterating strategies to stay within budget and exceed targets.

Marketing Manager | Central Trade & Auto Co.

Jordan January 2021 – April 2023

- Built Desert Fox Racing into the No. 1 esports brand in the Middle East, hosting TGR Esports MENA for four consecutive years and growing a loyal fan base of 500,000+.
- Directed the launch of Toyota GR86 in Jordan, engaging 40,000+ participants across online and offline channels and setting a regional event benchmark.
- Increased organic traffic and brand visibility by 3x through targeted data-driven digital marketing and SEO strategies, including content marketing, paid search, and social media campaigns.

Certifications

- AI-Driven Digital Marketing Strategies – Alison, 2025
- Project Management (Professional Certificate) – Google, 2024
- Effective Communication Skills – Central Trade & Auto Co., 2023
- Leadership & Management Skills – Central Trade & Auto Co., 2023
- Supervisory Skills – Central Trade & Auto Co., 2022
- Ask Questions to Make Data-Driven Decisions – Google, 2022
- Foundations: Data, Data, Everywhere – Google, 2022

Education

American University – Jordan Bachelor of Arts in Marketing
Amman National School – Amman, Jordan.

2013 – 2018
1997 – 2013