

Tamer Burtamekh | *Marketing & Business Development Leader*

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Professional Summary

Strategic Business Development and Marketing Professional with extensive experience in driving revenue growth, building client relationships, and executing successful marketing campaigns. Proven track record in lead generation, rebranding initiatives, and market expansion across various industries. Adept at identifying opportunities, negotiating partnerships, and delivering measurable results. Fluent in English and Arabic, with a global perspective and a deep understanding of diverse business environments.

Professional Experience

Marketing & Business Development Manager

ServiceMaster Metropolitan (DBA) / A & Q Professional Services (*Legal Name*) | Feb 2022 – Present

- Led all business development and marketing initiatives, including client acquisition, social media, advertisements, email campaigns, and marketing materials.
- Spearheaded the rebranding initiative to promote A & Q Professional Services as a leading general contracting firm focused on green energy projects, leveraging state grants.
- Designed and launched the A & Q Professional Services website, and developed marketing assets such as presentations, pamphlets, and banners to enhance brand visibility.
- Built strategic partnerships and cultivated relationships with key clients, driving customer retention and satisfaction.
- Developed and executed B2B and B2C strategies to increase lead generation, resulting in a 30% growth in inquiries.
- Monitoring KPIs and optimize marketing budgets to achieve maximum ROI.

Various Roles

SiriusXM | Full Time | Sep 2016 – Feb 2022

- **District Manager:** Managed relationships with car dealerships, increasing sales and executing marketing campaigns to boost brand visibility.
- **National Training Manager:** Developed training programs and marketing materials, enhancing employee performance nationwide.

- **Onboarding Specialist:** Launched and optimized pilot programs, collected user feedback, and developed marketing strategies to drive adoption.
- **Sales Delivery Specialist:** Streamlined delivery processes and aligned sales and marketing efforts to enhance customer experience.

Freelance Marketing Consultant

Various Clients | 2020 – Present

- **ServiceMaster Restoration By Damage Control:** Built and managed the company website, executed Google and social media ad campaigns, and created marketing materials.
 - **Ozan Premium Home:** Designed and managed a WordPress (WooCommerce) e-commerce website, optimized Walmart Marketplace operations, and created marketing flyers and promotions.
 - **Dejan Imports:** Developed a Shopify e-commerce website, conducted product and model photo shoots, and crafted engaging product descriptions.
 - **One Shop Repair:** Currently developing a contractor marketplace platform, focusing on platform design, marketing strategy, and user acquisition.
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Internship

Tash Advertising – Social Media Marketing (social media management, content creation, email marketing).

Education

Bachelor's Degree in Marketing - Al Balqa' Applied University | Jordan

Certifications

- Northeastern Illinois University (Digital Marketing Certification Course)
 - HubSpot Academy (Inbound Marketing – Content Marketing)
 - Udemy (Google ads, Profit with PPC, Lead Generation Build and Rank)
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Skills

- Business Development: Client Relationship Management, Partnership Negotiation, Market Analysis
- Digital Marketing: SEO, Google Ads, Google Analytics, Social Media Management (Rallio, HubSpot)
- CRM: Salesforce, HubSpot, Chronical, Oracle

- Website Design & Management: WordPress (WooCommerce), Shopify, WIX
 - Email Marketing: MailChimp, Constant Contact, Emma
 - Marketing Analytics & Strategy: KPI Monitoring, ROI Analysis, Market Research
 - Project Management: Budget Management, Strategic Planning, Team Leadership
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Achievements

- Successfully rebranded and launched A & Q Professional Services, establishing its market presence as a leading contracting firm.
 - Increased lead generation by 30% through targeted marketing campaigns and strategic business development initiatives.
 - Developed and managed multiple e-commerce platforms, driving significant growth in online sales and customer engagement.
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Languages

- English: Fluent
- Arabic: Native