



Amer Abdulstar - Digital Marketing Portfolio

1. [Mirfa Fashion Brand](#)

- **Role:** Founder & Marketing Director
 - **Timeline:** 2 years
 - **Achievements:**
 - Grew Instagram following to **228k** in two years.
 - Launched multiple marketing campaigns to generate engagement and direct messages.
 - Created the [website](#) for the brand by myself using Wordpress and initiated **international advertising campaigns** to sell globally.
 - Campaign data and performance metrics to be added below
 -  Copy of mirfa iq 2023 marketing
 -  Copy of mirfa iq 2024 marketing
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2. Meraki Agency - Lead Generation Campaign

- **Client:** Meraki Agency
 - **Campaign:** Ramadan Offer for Devices
 - **Role:** Campaign Strategist
 - **Overview:**
 - Developed and executed a successful lead generation video campaign for Ramadan.
 - Attracted a significant number of potential customers.
 - Managed the transfer of customer leads into **ClickUp CRM** for follow-up by the sales team.
 - The campaign data and performance metrics are currently stored on my previous work laptop, and I no longer have access to them as I am no longer with the company.
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3. Advisory Role for Meraki Agency – CRM Integration

- **Role:** Marketing Advisor
 - **Overview:**
 - Advised **Meraki Agency** on integrating leads generated from social media platforms into their existing **CRM system**.
 - Suggested strategies to streamline lead management and ensure proper follow-up by the sales team.
 - Optimized the use of social media data to enhance customer relationship management and boost conversion rates.
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4. [Rona - New Year Promotion Video](#)

- **Client:** Rona (via Meraki Agency)
 - **Role:** Scriptwriter & Director and Digital marketer
 - **Overview:**
 - Scripted and directed a promotional video for the New Year.
 - Successfully increased brand visibility.
 - Campaign performance data to be added below
 - RONA ad performance
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5. [KIN](#)

- **Role:** Freelance Marketing & Content Creation
 - **Overview:**
 - Created content and managed campaigns for **KIN** dental care products to increase brand awareness and engagement.
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CRM Skills & Experience

- **Experience with CRM Concepts:**
 - Familiar with lead tracking, customer segmentation, and sales pipeline management.
 - Advised on **Meraki Agency's** CRM integration and used **ClickUp** to manage lead follow-ups during the Ramadan campaign.
 - **Adaptable to New CRM Tools:**
 - Comfortable with learning and adapting to various CRM systems.
 - Ready to apply CRM knowledge in future roles to streamline operations and improve customer engagement.
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Additional Experience

- **Medical Representative:**

Before transitioning fully into marketing, I worked as a **medical representative for two years**, where I gained valuable experience in **sales and customer relationship management**. This background compliments my marketing expertise, giving me a well-rounded skill set in both sales and marketing strategies.
- **Social Media Advertising:**

Although most of my ad campaigns have been on **Meta platforms** (Facebook and Instagram) due to their higher conversion rates or based on client requests, I also have experience running ads on **Google, TikTok, and Snapchat**, ensuring that I can adapt to various platforms depending on the campaign goals.

