

Duna Sabbagh

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EXPERIENCE

WUDUH Global

Sep 2023 – Present

Lead Strategist

Amman, Jordan

- Identified a business problem impacting recruitment and market positioning, and led the creation of a new employer brand from the ground up, orchestrating brand voice, identity, and strategy in synchrony with HR.
- Launched and organically grew local Jordanian employer brand to 11,000+ LinkedIn and 2,000+ Instagram followers, enabling the recruitment of 600–700 employees and driving 3M+ JDs in company investment.
- Optimized content strategies and platform-specific tactics across 2 brands, boosting organic social media performance by 80% in reach, engagement, and lead generation.
- Directed website planning from the marketing side, contributing to wireframe and sitemap development, content hierarchy, SEO best practices, audience targeting, and conversion-focused UX decisions.
- Leveraged AI and advanced marketing tools to conduct in-depth situational analysis, market and stakeholder research, and brand touchpoint mapping, guiding holistic strategy development and campaign direction.

Freelance

May 2025 – Present

Brand & Product Marketing Consultant

Amman, Jordan

- Consulted on the market-readiness and user experience strategy of an AI assistant app, with a focus on onboarding, feature education, personalization, subscription flow, and early user activation.
- Designed a structured onboarding experience workflow, mapping the user journey from value introduction and account entry to feature discovery, personalization options, chat adoption, and subscription conversion.
- Conducted a page-by-page product evaluation across key app screens, identifying usability gaps, friction points, feature discoverability issues, and opportunities to improve the overall customer journey.
- Supported a creative studio as a Marketing & Brand Strategy Consultant, advising on positioning, messaging, service presentation, digital presence, and strategic marketing direction.

Embassy of the United States of America

Jul 2023 – Oct 2023

Emerging Voices, Exchanges, and Education Intern, Public Affairs Section

Amman, Jordan

- Mapped 100+ emerging spaces across Jordanian governorates, supporting diplomacy and community development efforts.
- Secured 6+ historical photographs of jazz legend Duke Ellington's visit to Jordan in 1963 by contacting libraries, museums, and governmental offices in the U.S. and Jordan.

Jo Academy

Nov 2021 – Apr 2023

Social Media and Marketing Officer, International Studies Department

Amman, Jordan

- Developed holistic marketing strategies for integrated offline and online campaigns, achieving 60% sales growth, 80% social media growth, and increased customer acquisition and retention.
- Launched seasonal integrated offline and online campaigns through brand activation, multimedia content, and coordination between tutors and brand ambassadors.
- Held focus groups and conducted secondary research on shadow education and pedagogy for marketing strategy development.

EDUCATION

University of Jordan

Bachelor of Arts in Business Management, GPA 3.66/4.0

International Independent Schools

International A-levels and IGCSE High School Diploma, GPA 3.55/4.0

SKILLS

Marketing & Product: Customer journey mapping, onboarding strategy, UX evaluation, feature prioritization, product roadmapping, stakeholder management, go-to-market strategy, executive reporting, market research, survey development.

Technical Tools: Microsoft Office, HotJar, Notion, Canva, META Business Suite, , Google Analytics, Data Analysis and Visualization, Anecdote, Figma, JIRA, SEMRush, SimilarWeb, Screaming Frog, Adobe (Photoshop, Illustrator, Premiere).

Languages: Mother tongue: Arabic; Fluent: English.