

ABDISAMAD (NASSER) HUSSEIN

Lead Marketing Officer | Social Media Manager | Digital Operations Specialist

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PROFESSIONAL SUMMARY

Results-driven Marketing Lead with over 5 years of experience conceptualizing and executing high-impact omnichannel marketing strategies, brand campaigns, and performance marketing funnels. Proven track record of scaling brand engagement by architecting National Rental's digital ecosystem—generating 500,000+ total views across 620+ video assets, expanding a qualified CRM client database from 0 to 1,000+ contacts, and optimizing Meta ad campaigns to achieve a \$0.0138 cost-per-profile-visit benchmark (\$0.21 CPM, top 5% global efficiency). Combines expertise in visual storytelling, targeted digital advertising, and cross-functional team leadership to accelerate market penetration and maximize return on ad spend.

CORE QUALIFICATIONS & TECHNICAL SKILLS

- **Executive Growth & Performance Marketing:** Omnichannel Go-to-Market (GTM) Strategy, Brand Identity & Positioning, Meta Ads Manager (Targeting, Retargeting, Budget Optimization), Conversion Rate Optimization (CRO), Audience Analytics & Retention Modeling.
- **Social Media Management & Enterprise CRM:** Multi-Channel Lifecycle Management (TikTok, Instagram, Facebook, WhatsApp Business API), Direct Lead Triage, CRM Database Administration, Status Broadcasting Funnels, Client Pipeline Segmentation.
- **Business Productivity & Office Systems:** Microsoft Office Suite (Advanced Word formatting and documentation; Excel advanced formulas, pivot tables, and operational financial modeling; PowerPoint executive pitch decks; Access relational databases and record indexing), Google Workspace Enterprise, Notion, Slack.
- **Creative Direction & Multimedia Production (5+ Years):** End-to-End 4K Video Production (Cinematography, Drone Aerial Surveys, Lighting Setup, Audio Mastering), Adobe Creative Cloud (Premiere Pro, After Effects, Photoshop, Illustrator), Canva Pro, UI/UX Wireframing (Figma).
- **Digital Infrastructure & Full-Stack Web:** Cloudflare DNS & Edge Security, Vercel Continuous Deployment (CI/CD), Next.js, React, JavaScript/TypeScript, Automated Customer Booking Flows, Technical SEO, Mobile-First Web Architecture.
- **Architectural Engineering & Spatial CAD:** Autodesk AutoCAD, Autodesk Revit (2D Architectural Drafting, 3D BIM Structural Modeling, Space Planning, Technical Blueprint Interpretation).

PROFESSIONAL EXPERIENCE

Lead Marketing Officer & Digital Operations Lead

National Rental | Property Management • Hargeisa, Somaliland • September 2025 – Present

- Engineered National Rental's corporate digital footprint from inception across TikTok, Instagram, Facebook, and enterprise WhatsApp Business systems.
- Directed, filmed, edited, and published 621+ high-definition media assets and 4K property walkthroughs, driving 500,000+ total views, 360,404 unique viewers, and maximizing overall rental portfolio occupancy.
- Built and structured an enterprise CRM contact database from 0 to 1,000 verified client profiles (500 qualified sales leads and 460 managed tenant profiles), establishing a direct broadcast pipeline to 100+ daily WhatsApp status viewers for instantaneous vacancy turnover.
- Designed and executed high-conversion Meta Ads campaigns reaching 22,580 unique local users with 30,323 impressions and 467 profile visits at an industry-leading \$0.0138 cost per visit (\$0.21 CPM, ranking in top 5% global efficiency).
- Cultivated strong international reach into the Somali diaspora (31.1% international engagement across the UK, US, Canada, EU, and Gulf region), securing high-yield overseas leasing agreements and consistent foreign currency cash flow.
- Utilized Microsoft Excel and Access databases to catalog multi-unit property assets, tenant documentation, and lease renewal schedules.

Social Media Manager & Brand Designer

Saba Boutique • Hargeisa, Somaliland • 2023 – 2025

- Formulated and executed end-to-end social media growth roadmaps, establishing cohesive visual brand style guides and daily promotional campaign schedules.
- Designed high-converting graphics, promotional banners, and commercial video reels using Adobe Photoshop, Premiere Pro, and Canva, generating consistent audience expansion.
- Monitored engagement trends and managed incoming client inquiries, successfully converting online social interactions into verified in-store foot traffic and repeat commercial sales.

Lead Web Developer & Operations Specialist

Gurmad Cleaning Services • Contract / Consultant • 2024 – 2025

- Architected and deployed the official enterprise web platform (gurmadcleaning.com) on Cloudflare, implementing automated DNS orchestration, SSL certificates, and zero-downtime architecture.
- Engineered automated digital customer booking funnels and integrated technical SEO enhancements, elevating search rankings and streamlining customer lead acquisition.
- Developed responsive UI components utilizing React and Next.js, ensuring seamless cross-device mobile responsiveness and high Core Web Vitals speed scores.

Graphic Designer & Social Media Manager

Marakiz Amal Al-Umah • Freelance Designer • 2022 – 2025

- Designed promotional billboards, social media posts, and visual communication materials utilizing Adobe Illustrator and Photoshop.
- Managed targeted digital ad placements across social media pages, ensuring optimal graphic sizing, copy alignment, and visual appeal.
- Collaborated with project managers to produce informative and culturally resonant educational and community-oriented collateral.

Commercial Post Designer & Content Creator

Dulqaad Online Market • Hargeisa, Somaliland • 2020 – 2021

- Created dynamic e-commerce product graphics, promotional banners, and social media feed announcements for an online marketplace.
- Kept design aesthetics aligned with modern digital consumer trends, optimizing visuals for high mobile engagement and click-through rates.
- Coordinated creative deliverables both autonomously and in collaboration with promotional sales personnel.

KEY PROJECTS & STRATEGIC INITIATIVES

- **National Rental Omnichannel Campaign:** Spearheaded an integrated digital marketing launch combining short-form video, Meta targeted ads, and automated WhatsApp lead triage to establish market presence in Somaliland.
- **Enterprise Marketing & CRM Architecture:** Engineered complete multi-channel customer acquisition pipeline, a centralized digital repository of 620+ 4K media assets, and a 1,000-contact CRM database that powers daily vacancy sales.
- **Commercial Services Web Platform (gurmadcleaning.com):** Designed, coded, and deployed an end-to-end commercial services website on Cloudflare, complete with interactive booking funnels and automated DNS administration.
- **Cinematic Real Estate & Architectural Video Pipeline:** Pioneered standardized production standards for luxury residential and commercial property showcases combining 4K drone cinematography with architectural floor plan integrations.
- **Design Portfolio & Technical Repositories:** Curated creative and code repositories on Behance and GitHub exhibiting 5 years of brand identity systems, typography, UI designs, and web applications.

EDUCATION

Bachelor of Engineering Architecture

University of Hargeisa • Hargeisa, Somaliland • 2024 – *Expected Graduation: 2028*

Waran-Cade Secondary School Certificate (High School Diploma)

Secondary Education • Hargeisa, Somaliland • *Graduated 2024*

PROFESSIONAL CREDENTIALS & CERTIFICATIONS

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- **Professional Certified Marketer (PCM) Candidate:** Advanced focus on strategic marketing management, brand strategy, and performance analytics.
 - **Microsoft Office Specialist (MOS) Equivalency:** Advanced proficiency across Word (technical document styling), Excel (pivot tables, data analytics, formula modeling), PowerPoint (executive presentations), and Access (relational table design and querying).
 - **Meta Digital Marketing & Ad Management Proficiency:** Applied campaign design, pixel tracking, audience retargeting, and budget optimization via Meta Ads Manager.
 - **Cloud & Web Hosting Infrastructure:** Cloudflare Edge Routing, Vercel Continuous Deployment (CI/CD), and Supabase PostgreSQL Database Administration.
 - **Autodesk Certified Educational License:** AutoCAD & Revit (2D Technical Drafting, 3D Architectural Modeling, BIM Standards; Valid through 2028).

LANGUAGES

Somali: Native Proficiency • **English:** Professional Working Proficiency • **Arabic:** Professional Working & Fluent Proficiency

PROFESSIONAL REFERENCES

Marakiz Amal Al-Umah : Phone: +252-63-4814288

Saba Boutique: Phone: +252-63-4098391 Email: sababoutique0@gmail.com

University of Hargeisa :  University of Hargeisa

Professional and academic references from National Rental and the University of Hargeisa are available immediately upon request.