

Masa Katbi

Amman, Jordan (open to remote) | katbimasa@gmail.com | +962 79 711 2244 | linkedin.com/in/masa-katbi-29a44a257

PROFESSIONAL SUMMARY

Digital marketing specialist with experience since 2022 across agency (J. Walter Thompson), banking (Bank of Jordan), and healthcare, now running social media, content production, and Meta paid campaigns for two healthcare brands. Writes and produces content in Arabic and English, uses Meta and Google Analytics data to decide what to publish, works well with remote teams, and builds her own AI workflows, generative content, and performance dashboards.

EXPERIENCE

Marketing Specialist | MedPro Medical Hub & MedPro Aesthetics & Wellness *Amman, Jordan | April 2026 – Present*

- Run the digital marketing strategy and social media presence for both MedPro brands, setting positioning, tone of voice, and monthly content direction so the clinics present one consistent brand to patients.
- Lead end-to-end content production, including content calendars, photography and videography, editing, bilingual Arabic/English copywriting, scheduling, and weekly publishing across Instagram, Facebook, and TikTok.
- Plan, launch, and optimize Meta paid campaigns and boosted posts, testing audiences and creative to grow reach, engagement, and patient inquiries for both clinics.
- Build custom performance dashboards from Meta and Google Analytics 4 data and report monthly to management with recommendations that set the next month's offers, content themes, and ad spend.
- Run agentic and generative AI workflows (Claude, n8n, Midjourney, Runway, ElevenLabs) that draft bilingual captions and scripts, produce visuals, video and voice-over, cut long videos into clips, and automate the monthly summary, so one person runs two accounts at agency pace.

Marketing Intern | J. Walter Thompson (JWT) Jordan *Amman, Jordan | February – March 2026*

- Contributed to integrated campaigns for agency clients, from creative strategy and content planning to client deliverables.
- Conducted market and competitor research that informed campaign positioning and audience targeting.
- Coordinated with creative, account-management, and digital teams to keep deliverables on schedule and on-brand.

Marketing Intern | Bank of Jordan *Amman, Jordan | July – August 2025*

- Supported brand and digital campaigns for one of Jordan's largest banks, aimed at winning younger customers.
- Researched Gen Z audiences and proposed influencer partnerships and youth-focused financial-literacy content.
- Helped plan and promote the bank's Jordan Food Festival presence through on-ground activation and live social coverage.

Marketing Intern | Image Furniture *Amman, Jordan | December 2023 – April 2024*

- Supported senior consultants on client projects by gathering requirements, preparing presentations and marketing materials, handling client follow-ups, and researching international furniture brands to benchmark positioning.

Marketing Intern | Pinpoint (Digital Marketing Agency) *Amman, Jordan | November 2022 – November 2023*

- Created and scheduled social media content for multiple client accounts, serving as day-to-day contact for assigned clients.
- Built client websites that gave small businesses their first digital presence, from structure and copy to launch.
- Ran daily competitor content audits and shared insights that shaped client content calendars.

SKILLS

Marketing: Social media strategy and management, content strategy and calendars, paid social (Meta), bilingual copywriting (Arabic/English), SEO and Google Analytics, photography, videography and editing, influencer marketing, market and competitor research, brand positioning, campaign reporting

Tools: Meta Business Suite and Ads Manager (incl. Advantage+), Google Analytics 4, Google Search Console, Canva, Figma, CapCut, Adobe Premiere Pro, Lightroom, Later, Mailchimp, HubSpot, Notion, Slack, Google Workspace

AI & Automation: Claude (projects, skills, agents), Claude Code and Cowork for reporting and content pipelines, n8n, Zapier and Clay for automation, custom dashboards from Meta and GA4 data, Midjourney and Runway for generative visuals and video, ElevenLabs for voice-over

Languages: Arabic (native), English (fluent)

EDUCATION

Princess Sumaya University for Technology (PSUT) *Amman, Jordan | September 2022 – May 2026*

Bachelor of Arts in E-Marketing & Social Media

AWARDS

First Place, Didi International Competition: led research, concept development, and the winning pitch for the “Solis” project.

CERTIFICATIONS

Google Analytics, Google Skillshop (2025) | **SEO**, eMarketing Institute (2025) | **Social Media Management**, Coursera (2024)

Present & Pitch Like a Pro, The Founders Cube (2024) | **High-Fidelity Design & Prototyping in Figma** (2024)