

## Contact

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(LinkedIn)  
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## Top Skills

Graphic Design  
Web Design  
Motion Graphics

## Languages

English (Full Professional)  
Arabic (Native or Bilingual)

## Certifications

Concepts of Graphic Design  
Gaming Engine: Start to Finish  
C++: General Purpose Language  
Social Media Marketing

# Daniel Twal

Regional Marketing Manager at HTP  
Jordan

## Summary

My objective is to capture a position where I can provide my knowledge, assistance, and skills to increase the effectiveness, satisfaction and quality of an organization. Whether it be through streamlining the workflow or making sure the things we rely on remain in working condition, I strive to provide top-quality solutions.

I enjoy brainstorming for new ideas, implementations and uses to improve next-generation products.

Strive fully to produce new, creative and immersive designs to satisfy the tasks needed and the goals ready to be achieved.

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## Experience

Help The Persecuted  
Regional Marketing Manager  
January 2019 - Present (1 year 8 months)  
Amman Governorate, Jordan

The role works collaboratively with the key Regional and international staff to enable our US parent organization to engage a wider audience, build brand awareness and, critically, to generate new donor support. Help to create content that inspires, informs and engages supporters through web, social media, email, and direct mail.

Premier Lending, Inc.  
Marketing Manager  
January 2016 - January 2019 (3 years 1 month)  
Amman, JO

Responsible for developing, implementing and executing strategic marketing plans for the entire organization in order to attract potential customers and retain existing ones.

Day-to-day tasks include managing and coordinating marketing and creative staff, leading market research efforts to uncover the viability of current and existing products/services.

## Stichting SPARK

Senior Graphic Designer / Part Time

June 2018 - November 2018 (6 months)

Amman Governorate, Jordan

Working with other members of their marketing and creative departments to visually convey

their particular message, idea and concept. Responsible for most of their services branding and visual identities to ensure a consistent brand imaging across.

## RA On Call

Creative Director

December 2015 - July 2018 (2 years 8 months)

Amman

Responsible for leading their team, developing creative guidelines and directing creative work, including print collateral, websites, email campaigns, advertising, and many related tasks.

## Romero Group

Assistant Designer / Part Time

March 2018 - June 2018 (4 months)

Amman Governorate, Jordan

Create visual concepts, to communicate ideas that inspire, inform, or captivate consumers.

Working closely with Marketing to brainstorm, implement and initialize marketing campaigns, events and drip campaigns to all related segments.

## USAID

Graphic Designer

March 2017 - February 2018 (1 year)

Amman Governorate, Jordan

USAID Project: Food Processing Home-Based Businesses (HBBs)

Development (USAID LENS)

Tasks and Responsibilities:

- Label designs for at least 50 HBBs printed.

- Packaging graphical designs for food packages as follows:

1. Work with the packaging consultant in order to understand and define the needs and requirements of each HBBs group in terms of food type requirements and specific needs, nutritional facts, branding and materials, and designs, colors and shapes.

2. Work with the HBBs groups on managing the packaging requirements, and upgrading their ability to manage packaging sustainable. Provide awareness sessions in coordination with the packaging consultant on how these HBBs can keep their designs innovative and attractive.

3. Work with the new targeted markets in order to include their special packaging requirements in the new package concepts.

4. Create the packaging/branding/labeling graphical design concepts.

## IEEE

Designer

August 2014 - April 2015 (9 months)

Amman

Was responsible for design and design offices in Princess Sumaya University For Technology. Was assigned earlier that semester to be IEEE Marketing Manager as well.

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## Education

Princess Sumaya University for Technology

Bachelor's Degree, Computer Graphics · (2011 - 2016)