



NADINE DAFF

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As a branding & marketing specialist, my expertise lays in making the most mundane topics sound exciting. With 10 years of digital marketing & graphic design experience under my belt, my approach is to develop an integrated plan that communicates the same message across the board; be it visual or written. As a storyteller, my ultimate goal is to drive conversion, increase engagement & ensure effective positioning to make a brand be remembered as a legacy.

EDUCATION

MASTER OF ARTS IN GRAPHIC DESIGN | 2016
Suffolk University: New England School of Art & Design

BACHELOR OF ARTS IN INTEGRATED
MARKETING COMMUNICATIONS | 2011
American University in Cairo

PRIVATELY PURCHASED PROGRAMS
Perfect Sales Funnel | Sell by Instagram DMs
SEMRush Academy | Instagram Lab | Bossgram Academy
Zero to Launch | the Pinterest Lab

SKILLS

DESIGN
Illustrator, Photoshop, inDesign, Canva ●●●●●

SEO & ANALYTICS
SEM Rush, UberSuggest, Google Analytics ●●●●●

EMAIL MARKETING & CRM
ActiveCampaign, Mailchimp, Hubspot ●●●●○

PROJECT MANAGEMENT
Notion, Asana, Slack ●●●●●

WORK EXPERIENCE

2011 (3 YEARS)

MARKETING SPECIALIST
& SOCIAL MEDIA MANAGER

american university in cairo,
business department

2014 (2.5 YEARS)

GRAD SCHOOL & FRONT
DESK MANAGER

suffolk university, new england
school of art & design

2015 (4 YEARS)

MARKETING SPECIALIST
& GRAPHIC DESIGNER

milano software

2019 (3 YEARS)

FOUNDER
& CEO

the henna project

2021 (1 YEAR)

BUSINESS & SOCIAL
MEDIA CONSULTANT

freelance

2022 (6 MONTHS)

HEAD OF MARKETING
COMMUNICATIONS

prepit app

2023 (PRESENT)

BRAND STRATEGIST
& DESIGNER

freelance

MARKETING MILESTONES



11K FOLLOWERS
on instagram organically



1.5K WEB VISITORS
monthly organically



NO.1 GOOGLE RANK
for competitive keywords



890 EMAIL LIST
organic subscribers



← CLICKABLE →

BOOK CALL