

Kawa Hussein Yaseen

Digital Marketing & Content Manager

Brand Strategy | Content Direction | Social Media | Digital Product Planning | Video Production

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Professional Summary

Digital Marketing & Content Manager with hands-on experience across brand strategy, visual identity, content direction, social media management, video production, photography, website planning and digital product requirements. Currently working with Dekoras Company General Trading LTD, combining strategic planning with practical execution across multiple brands and digital touchpoints.

My work covers the full content path from idea, hook and message structure to recording, editing, publishing and performance review. I also develop brand systems and translate business needs into structured website, admin-dashboard and mobile-product requirements for developer handoff - without positioning myself as a software developer.

A key strength is turning complex products, services and brand stories into clear, engaging communication that attracts attention, retains audiences and guides them toward the intended content or business objective.

Core Positioning

Brand Strategy & Identity Systems	Brand philosophy, positioning, messaging, visual identity, brand architecture, guidelines and application direction.
Content & Social Media	Hook-driven content strategy, platform management, visual storytelling, short-form video and publishing.
Digital Product Planning	Website structure, admin workflows, product requirements, role/permission logic and developer handoff documentation.
Practical Production	Video ideas, scripts, recording, editing, photography, content review and final quality control.

Focus: Digital Marketing | Brand Strategy | Content Direction | Social Media | Video Production | Website & Admin Planning | Creative Supervision

Professional Experience

Digital Marketing Manager (Current Role)

Dekoras Company General Trading LTD - Erbil, Iraq | 2023 - Present

- Manage digital marketing activities and content direction across TikTok, Instagram, Facebook and multiple company brand touchpoints.
- Plan content ideas, campaigns, video concepts and brand communication aligned with product and company objectives.
- Write hooks, content structures and video scenarios designed to capture attention, maintain interest and move audiences toward the intended message.
- Record videos, take product and brand photos, edit content and prepare final publishing outputs.
- Review and approve creative, branding, website and content-related outputs before release, including work delivered by external or freelance creatives.
- Coordinate content for multiple company brands and maintain consistency between brand identity, product presentation and digital communication.
- Support website content architecture, multilingual product workflows, product presentation and administration processes.
- Translate business and operational needs into structured briefs, requirements and developer-facing documentation for website and admin-system improvements.

Branding & Visual Identity Experience

Dekoras Company, YEKTA Company, JAAM, KARA Initiative & KABAN

- Developed brand concepts and identity direction from brand philosophy and positioning through messaging, visual systems and final application guidance.
- Built or directed brand systems covering logo usage, color, typography, graphic language, tone of voice, photography direction, digital applications and consistency rules.
- Connected brand strategy with real business touchpoints such as social media, websites, packaging, product presentation, corporate materials and environmental applications.
- Prepared structured brand-guideline systems so designers, content teams and future collaborators can maintain consistency across outputs.

Product & Industrial Content Strengths

- Translate product features, applications, quality points and technical information into simple, audience-friendly communication.
- Create brand-led content for industrial, construction-material and product-based companies without losing technical credibility.
- Combine strategic thinking with hands-on execution, review and quality control from concept to final output.

Selected Strategic & Digital Projects

JAAM - Industrial Brand System BRAND STRATEGY + VISUAL IDENTITY Developed a scalable industrial master-brand direction covering positioning, brand promise, voice, visual identity, product-family architecture and application guidance for packaging, catalogues, social media and website use.	KARA Initiative - Brand Identity System STRATEGY + MESSAGING + DIGITAL IDENTITY Developed a complete identity direction for a construction-sector youth initiative, including purpose, mission, vision, values, audiences, messaging, logo system, digital/social applications and website/mobile touchpoints.
KABAN - Brand Guidelines PREMIUM PRODUCT BRANDING Developed brand philosophy and identity direction for a cabinet and kitchen accessories brand, covering personality, voice, logo system, color, typography, patterns, photography, packaging, social media, website and showroom applications.	Dekoras - Website & Admin Planning PRODUCT / UX REQUIREMENTS Planned multilingual product-management workflows and documented functional requirements for product creation, specifications, variants, media, datasheets, SEO, validation, localization and publishing behavior for developer implementation.
Dekoras - Mobile Admin Dashboard PRODUCT REQUIREMENTS DOCUMENT (PRD) Planned a secure, role-based mobile admin experience with permission architecture, notifications, operational modules, reports, profile/security, web-mobile synchronization, audit logic and developer handoff requirements.	JAAM - Website Master Plan & Prototype WEBSITE STRATEGY + UX / CONTENT PLANNING Planned a brand-led corporate product website with product families, applications, technical downloads, company content, partner/contact request flows, multilingual structure and an administration layer for content and lead follow-up.

Role distinction: These digital-platform projects reflect strategy, product/UX planning, requirements definition, documentation and creative direction. Software coding and backend implementation are handled by developers.

Strategic Planning Capabilities

Brand Systems	Digital Product Planning	Developer Handoff
Positioning, philosophy, messaging, identity rules, architecture, touchpoints and rollout consistency.	Website structure, user/admin workflows, modules, roles, permissions, multilingual behavior and operational priorities.	Structured requirements, acceptance criteria, validation logic, UI behavior, content/data rules and implementation priorities.

Key Achievements

Organic TikTok Video Performance

Created, scripted, recorded, edited and published an organic TikTok video that achieved strong performance without paid promotion. The result demonstrates practical strength in content ideation, short-form production, audience engagement and organic reach.

276,627	641h 30m 35s	11.2s	1.38%
Views	Total Play Time	Average Watch Time	Full Video Watches
685	276k	49	1,159
New Followers	Likes	Comments	Shares
1,644	99%	TikTok	No
Saves	Non-Follower Audience	Platform	Paid Promotion

Updated organic TikTok performance figures provided by Kawa Hussein.

Hook-Based Photo Content Performance - Dekorاس

Created and structured photo-based TikTok content using strong hooks, written content, visual messaging and audience-focused flow to attract viewers, retain attention and guide the audience toward the content goal.

11,635	18h 22m 28s	43	9.8K
Post Views	Total Play Time	New Followers	Total Viewers
117	3	26	72
Likes	Comments	Shares	Saves
92%	37%	63%	1.2 / 2
Non-Follower Audience	New Viewers	Returning Viewers	Photos Viewed

This result demonstrates that strong hook structure, messaging and visual storytelling can drive organic performance beyond video formats.

Skills

Marketing & Content	Brand & Creative	Digital Product Planning
• Digital Marketing	• Brand Strategy	• Website Planning
• Social Media Management	• Brand Positioning	• Information Architecture
• Content Strategy	• Visual Identity	• Product / UX Requirements
• Hook Writing	• Brand Guidelines	• Admin Dashboard Planning
• Content Messaging	• Creative Direction	• Role & Permission Logic
• Audience Retention Strategy	• Graphic Design Supervision	• Multilingual Workflow Planning
• Short-Form Video Content	• Photography	• Developer Handoff Documentation
• Visual Storytelling	• Video Editing	• Acceptance Criteria
• Performance Review	• Brand Consistency	• Content / Data Structure

Software & Tool Proficiency

Adobe Photoshop 10+ Years Practical Experience	Adobe Premiere Pro Intermediate
Adobe After Effects Intermediate	Adobe Illustrator Intermediate
Elementor Intermediate	Canva Good
CapCut Good	WordPress Good
Wix Strong	Website Management Good
Meta Business Suite Good	Graphic Design & Visual Branding Intermediate
SEO Basic	Content Writing & Hook Strategy Good

Previous Experience

Founder / Decorative Workshop Project

MiraNu - Soran, Iraq | Previous Project

- Started and managed a decorative workshop project focused on decoration-related work.
- Worked on design, visual presentation and decorative project execution.
- Collaborated with different people on creative and practical project tasks.
- Gained practical experience in managing work processes, client-related tasks and creative production.

Photography Experience

Photography Work - Iraq | Approx. 1 Year

- Worked in photography for approximately one year before joining Dekoras.
- Gained practical experience in photo composition, lighting, shooting and image preparation.
- Developed visual skills that later supported product photography, content creation and social media production.

Languages

Kurdish Native	Persian Fluent	Arabic Basic Understanding	English Basic to Intermediate reading and understanding	Turkish Basic understanding
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Professional Focus

I focus on helping brands become clearer, stronger and more consistent through digital marketing, brand strategy, content direction, hook-based communication, social media, visual storytelling and structured digital-product planning.

My working style combines strategy with execution: understand the business need, define the message or workflow, structure the solution, prepare the brief or requirements, coordinate the output, review quality and use results to improve the next step.

Contact

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