

BELAY ZELEKE

DIGITAL MARKETING MANAGER | GROWTH MARKETING STRATEGIST | BRAND STRATEGIST

Results-driven Digital Marketing Manager with over 5 years of experience driving business growth through digital strategy, performance marketing, brand development, and data-driven decision-making. Experienced in leading multi-brand marketing initiatives, managing paid advertising campaigns, optimizing customer journeys using analytics tools, and developing integrated marketing strategies. Passionate about combining creativity with data to build brands, improve customer experiences, and deliver measurable business results.



EDUCATION

- Bachelor Degree in Computer Science**
 - Admas University 2017 – 2021
- Masters In Project Managment**
 - Meryland Internatinal College 2026 - Present
- Graphics Design**
 - Image Graphics Institute Jan 2022 - Mar 2022

JOB EXPERIENCE

- Digital Marketing & User Insight**
Tamcon Software Solutions PLC (Ethiopian Lottery)
 - Lead digital marketing campaigns across multiple channels.
 - Analyze user behavior using GA4, GTM, and Microsoft Clarity.
 - Optimize customer acquisition and conversion strategies.
 - Build executive marketing dashboards and performance reports.
- Digital Marketing Head**
YETAF Holding PLC | 2025 – 2026
 - Led digital marketing across multiple subsidiaries.
 - Managed branding, SEO, paid media, and website strategy.
 - Executed integrated campaigns aligned with business goals.
 - Supervised creative teams and external agencies.
- Digital Marketing Manager (Remote)**
AddisSystems PLC | Jan 2025 – Present
 - Lead digital marketing for SaaS and digital products.
 - Plan and execute product-focused marketing campaigns.
 - Manage content strategy, user communication, & lead generation.
 - Collaborate with product and development teams to support product growth
- Graphic D → Digital Marketing Team Leader**
Ashewa Technology Solution PLC | 2022 – 2025
 - Progressed from Graphic Designer to Digital M Team Leader.
 - Designed creative assets while driving marketing strategy.
 - Led digital marketing campaigns and content strategy.
 - Coordinated product launches and lead generation campaigns.

SKILLS AND TOOLS

Digital Marketing Strategy	Meta Paid AD's
Growth Marketing	Google AD's
Performance Marketing	Analytical tools
Brand Strategy	Adobe Photoshop
Search Engine Optimization (SEO)	Adobe Illustrator
Search Engine Marketing (SEM)	Adobe Primerpro
Social Media Marketing	Adobe Indesign
Content Marketing	Wordpress Development
Conversion Rate Optimization (CRO)	

HOBBIES

Book Reading	
Listining To Music	
Playing Chess	

LANGUAGES



REFERENCES

- TEWODROS DESALEGN**
Marketing Manager
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- ERMIYAS DESALEGN**
CEO - Grace ERP Consultancy
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- ALELIGN HAILU**
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Visit My Portfolio Website →

