

Qais Hudhud

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SUMMARY

Marketing manager with 6+ years running the demand and marketing operations function for a US mortgage lender, currently supporting \$29M in monthly funded volume at 6.5 basis points of marketing cost and zero paid media. Led the full Salesforce CRM implementation end to end and built the brand identity for two operating entities. Runs an AI-augmented marketing stack in production, not in pilot.

Work Experience

Marketing Manager, Premier Lending, Inc.

Jul 2022 – Present

- Own the marketing function supporting \$29M in monthly funded volume across 89 units, at \$18.8K monthly marketing spend, or 6.5 bps of volume, with no paid media budget.
- Led the full Salesforce CRM implementation: vendor selection, integration with the loan origination system and realtor/LO research tools, workflow customization, task automation, testing, and rollout. Grew the platform from 15 users at go-live to 80 today, now the system of record for a live pipeline of 14,000+ active records.
- Reduced marketing operating cost 27% in four months (Jan–Apr 2026) while volume held, including bringing a \$3,200/month web design retainer in-house for \$38K annualized savings.
- Built the full brand identity for Premier Lending and Premier Business Solutions: guidelines, logos, websites, document systems, social templates, and account architecture across both entities.
- Built the lead lifecycle model in CRM and identified application-to-pre-approval as the primary pipeline leak. Designed a long-term nurture track and added a dedicated pipeline stage for it, keeping stalled applicants in active communication rather than writing them off and giving the business a clear read on which borrowers had actually gone elsewhere.
- Rebuilt and relaunched the corporate website, improving SERP position by 40 places in twelve months and growing organic search to 48% of all site traffic.
- Deployed 15+ automated workflows across CRM and Monday.com, reaching 40% active LO adoption with 50% email open rates and 37% savings in platform costs.
- Built an AI-augmented production stack for content, video, design, and underwriting chatbots. Chatbot guidance recovered a \$2.7M California jumbo loan that was about to fall through.
- Ran webinar and email programs targeting real estate agent partners, generating 2,000+ registrations and 190+ average live attendance per event.
- Manage the full marketing vendor portfolio of roughly \$225K in annual spend across CRM, engagement, content, and analytics platforms.

Marketing Assistant, Premier Lending, Inc.

Aug 2020 – Jul 2022

- Built the marketing department's reporting and onboarding infrastructure from zero.
- Developed the first CRM automation sequences for lead engagement and LO follow-up.

Business Analyst, Bayan Advisers

May 2017 – Aug 2020

- Built a 5-year export growth strategy for an FMCG conglomerate.
- Developed market analysis models and go-to-market strategy for microfinance institutions and a national trade promotion organization.

Education

BA Marketing Management

Aug 2016 – Oct 2019

Kingston University, London

- Major in Marketing Management Studies
- Awarded best in marketing efficiency, 2017 graduation program.

Skills

- **Platforms:** Salesforce, Monday.com, Google Suite, Meta Business, Claude, Lovable, Microsoft, Mailchimp
- **Practice:** CRM architecture, Marketing Operations, Funnel Analytics, SEO, Brand Development, Content Strategy, Vendor Management, AI-assisted Production, Prompt Engineering
- **Languages:** English, Arabic.