MOHAMMAD HASAN

PhD in Digital Marketing | Managing Director

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Amman, Jordan

# Profile

With a PhD in Digital Marketing and over 17 years of experience in real estate operations, marketing, and business development, I bring proven expertise in strategic planning, market analysis, and brand positioning to drive growth in competitive markets. Passionate about academia, with research and teaching interests in marketing and digital strategies. Holds a Master’s degree in Marketing (Highest Honors) and a Bachelor’s degree in Business Information Systems.

# Experience

## August 2007 - Present Managing Director

### Al-Mouthdoun Real-Estate

* Lead overall business operations, including property purchase, sales, rentals, and development projects.
* Develop and execute marketing strategies, including digital marketing campaigns and enhancing online brand presence to boost sales and client engagement.
* Oversee sales operations, negotiate high-value lease agreements, and build long-term client relationships to maximize revenue.
* Monitor income, control expenditures, and ensure profitability through effective financial management.
* Negotiate and manage contracts with vendors, suppliers, and contractors to maintain quality and efficiency.
* Monitoring real estate income and expenditure.

## Jul 2024- Sep 2024 ****Part-Time Lecturer – Digital Marketing****

### Applied Science University, Amman, Jordan

* Summer Semester 2023–2024

## Apr 2025- Jun 2025 ****Part-Time Lecturer – Digital Marketing****

### Applied Science University, Amman, Jordan

* Second Semester 2024–2025

# Education

## May 2023 – Aug 2025 PhD in Digital Marketing

### University Malaysia Terengganu - Malaysia

**Dissertation Topic:** The Impact of Visual Social Media Marketing, Website Quality and e-WOM on Purchase Intentions in Jordan: The Mediating Role of e-Trust.

## Oct 2020 – Jan 2023 Master of Marketing – With Highest Honors

### Applied Science University - Jordan

**Dissertation Topic:** The Impact of Visual Social Media Marketing on Customer Purchase Intention of Jordanian real estate Companies.

## Sep 2003 – **Jun** 2007 Bachelor of Business Information Systems

### University of Jordan - Jordan

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# Communication

Strong written and verbal communication skills, including the ability to provide constructive feedback and collaborate effectively with stakeholders.

# Leadership

Ability to manage multiple projects simultaneously and meet tight deadlines, while maintaining the highest standards of quality.

# TRAINING & CERTIFICATIONS

* Certified Digital Marketer (CDM) – Pioneers Academy, Amman, Jordan (2024)
* Introduction to SmartPLS-SEM 4.0 – Power Action Resources, Malaysia (2024)
* Intermediate Workshop on PLS-SEM 4.0 – Power Action Resources, Malaysia (2025)

# Skills

**Research & Academic Skills**

* Research design & data analysis (SmartPLS, Business Analytics)
* Academic writing & presentation skills
* University lecturing & curriculum development

**Marketing & Sales**

* Digital marketing & social media marketing
* Marketing analytics & strategy development
* Sales operations & client relationship management
* Real estate marketing & development

**Business & Management**

* Strategic planning & budget management
* Operations management & process optimization
* Leadership & teamwork
* Problem solving & critical thinking

**Technical Skills**

* Microsoft Office Suite (Word, Excel, PowerPoint)
* Marketing analytics tools & reporting

# Publications

1. Hasan, M. A., Anuar, M. M., Al-gasawneh, J. A., & Yaakop, A. Y. (2025). Mediating role of e-Trust on the relationship between visual social media marketing and purchase intention in Jordan. *International Review of Management and Marketing*, *15*(5), 60–71.
2. Al-Gasawneh, J. A., Hasan, M., Joudeh, J. M., Nusairat, N. M., Ahmad, A. M. K., & Ngah, A. H. (2023). Mediating Role of E-Word of Mouth on the Relationship between Visual Social Media Marketing and Customer Purchase Intention in Jordanian Real Estate Companies. *Calitatea*, *24*(193), 189-198.
3. Al-Gasawneh, J., Al-Balqa, J., Hasan, M., Mahmoud, A., Al-Rawashdeh, G., Mukattash, I., & Saputra, J. (2023). The moderating role of reliability on the relationship between electronic word of mouth and cus-tomer purchase intention in Jordanian real estate enterprises. *International Journal of Data and Network Science*, *7*(2), 687-694.
4. Al-Gasawneh, J., Alzubi, K. N., Hasan, M., Ngah, A. H., Ahmad, A. M. K. (2023). Multidimensionality of visual social media marketing and its impact on customer purchase intention on the real estate market. *innovative Marketing*, *19*, 101-112.
5. Al-Gasawneh, J. A., Alzubi, K. N., Hasan, M. O. H. A. M. M. A. D., Joudeh, M. M. J., Ahmad, A. M., & Ngah, A. H. (2022). Impact of privacy on the marketing performance. *Seybold*, *17*(12), 884-893.