



Abdallah Battah

Jordanian Digital Marketing Consultant

Jordanian - United Arab Emirates

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Who is Abdallah Battah

Abdallah Battah is a Jordanian pharmacist and digital marketing consultant with a Bachelor's degree in Pharmacy and a Professional Diploma in Digital Marketing from Princess Sumaya University. He began his career as a medical representative at Dar Al Dawa in 2019, then advanced to roles in digital marketing at Global Pharmaceutical Industries - Amman. He currently serves as the Pharmaceutical Digital Marketing Coordinator at Global Amman Pharmaceutical Industries. Throughout his career, Battah has trained over 100 pharmacy students and professionals from local pharmaceutical companies in digital pharmaceutical marketing. Battah holds certified credentials in digital advertising from Google and completed a Certified Pharmacy Diploma in 2020. He specializes in integrating pharmaceutical expertise with cutting-edge digital marketing tools to enhance health awareness and effectively promote pharmaceuticals. He develops targeted marketing strategies for the healthcare sector, including social media marketing and pay-per-click campaigns, aiming to maximize the reach of medical information and products to target audiences at minimal cost.

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