



## **Yousef Zaiter**

Digital Marketing Expert

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## Who is Yousef Zaiter

Yousef Zaiter is a Lebanese digital marketing expert based in the UAE. Since 2020, he has specialized as a digital marketing freelancer on platforms like Mostaq and Upwork, and has led advertising campaigns at My Digital Gate in the UAE since 2021. With an academic background in commerce (B.A. in Accounting from Al-Aqsa University), he focuses on building online brands and developing sustainable digital growth engines for businesses. Zaiter's expertise is broad and versatile; he has served as a co-trainer at Al-Nayzak Training Institute since 2020 and completed professional digital marketing training in collaboration with the World Bank and the Islamic University. This hands-on experience has made him an expert in crafting targeted advertising strategies and ROI analysis. Currently, Zaiter leverages the latest marketing techniques across social media and manages tailored digital campaigns to deliver high-impact marketing results.

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