

Ahmed Gaber

PROFILE

A Skilled Marketing Specialist with over 4 years experience in many facets of Digital marketing, public relations, media and the overall creative process. My strengths are, but not limited to, brand and identity, editorial design, and product/event marketing collateral, customer relationship management. I possess a combination of conceptual thinking strength and technical proficiency. I have established myself as a self-starter and a team leader that actively helps and refines all process necessary to achieve and maintain marketing-selling goals.

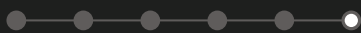
CONTACT

Ahmedmgabre@gmail.com
+971 58 57 01500

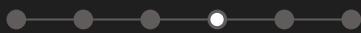
Dubai Internet City
Dubai, UAE

SKILLS

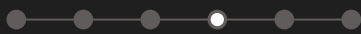
Social Media



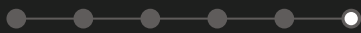
SEO



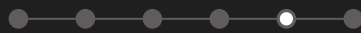
Multi-channel Analytics



Paid Media



Integrated planning



SUMMARY

- Experience in Search Engine Marketing (SEM), Search Engine Optimization (SEO) and Social Media.
- Experience in working with popular keyword tools such as Google Adwords Keyword Tool.
- Experience with website analysis using a variety of analytics tools such as Google Analytics.
- Knowledge of HTML/CSS and website administration.
- High-level proficiency in MS Excel, PowerPoint, and Word.
- Experience in paid media campaigns.

WORK EXPERIENCE

2018 - 2018

Jan July

Abbasi Group

Digital Marketing Manager

Abbasi Group, The holding company is a conglomeration of separate yet complementary businesses, each leader in their field. Under this umbrella there are so many big companies like Bonyan Emirates Properties, AlNashama, Latte Bistro Cafe, Reco Car RECOvery, Al Wasl Investment.

Managed PPC marketing strategy that has consistently delivered big improvements, implemented stringent controls to ensure accounts were actively managed and constantly responded to competitor strategy changes.

Managed all Google Adwords accounts, Social Media channels and websites. More than 6 closed offline marketing business done with other big companies (Ex: Etisalat, Noon, Cobon, Union Insurance, Ascana Insurance).

- Reduce CPA from AED 17.00 + to AED 3.20
- Increased Conversions by more than 50%

2017 - 2018

Jan Jan

Greadeal Network Technologies

Digital Marketing Executive

Essential Duties and Responsibilities:

- Managing all the online channels for the company Website, Mobile APP, social media channels. Devising strategies to drive online traffic to show's website.
- Measure and report performance of all digital marketing campaigns Planning and reporting the budget spend.
- Tracking conversion rates and making improvements to the website and application Measure and report performance of all digital marketing campaigns.
- Identify trends and insights, and optimize spend and performance based on the insights.
- Communicating with Marketing teams to fulfill campaigns requirements Perform Technical SEO audit Translate English to Arabic documents, Social Content when it is needed.
- Work achievement of the mobile app (Starting Phase to +1 Million User)
- Work achievement of company related Facebook page (Starting Phase to +3.2 Million followers)

2015 - 2016

Jan Oct

Wizzora Advertising Company

Advertising Account Manager

Essential Duties and Responsibilities:

- Hunting potential clients through creative market research methods.
- Meeting and liaising with clients to discuss and identify their advertising requirements.
- Handling reports/research about the client's competitors.
- Working with Agency colleagues to devise an advertising campaign that meets the client's brief and budget.
- Supervise the marketing campaign ensuring that it meets the client's preferences.
- Responsible for the client's account by handling budgets, managing campaign costs and the invoicing.

Clients: Uber, Abraj, Sweetco, B.Tech, Iram jewelry, Celio, Papa Johns, Royal Tulip Hotels.

EDUCATION

2012 - 2016 | Alexandria University
Faculty of Commerce - English Department

COURSES

- 2017** | Social Media Marketing
E-Marketing Institue
- 2017** | Online Marketing Fundamentals
E-Marketing Institue
- 2016** | Neuroscience Marketing
Udemy
- 2016** | Search Engine Optimization
New Horizons
- 2016** | E-Marketing
New Horizons
- 2015** | Human Resources Management
Alexandria University
- 2014** | Branding and Sales Fundamentals
Chicago Institute
- 2013** | Media and Public Relations
Chicago Institute

QUALIFICATIONS

- Strong leadership and consensus building skills.
- Track record in the development and implementation of integrated campaigns.
- Able to quickly understand customer needs and to deliver timely and and cost-effective solutions.
- Proactive, determined and able to work across all functions.
- Numerically astute and comfortable with undertaking financial analysis.
- Able to be creative and to show initiative.