

Mohammad Emad

Digital / strategic marketing



Strategic Marketing Specialist with rich background implementing digital marketing strategies to support brand and product exposure. Entrepreneurial spirit with proven history of identifying cost-effective methods to gain valued web traffic and foster market penetration. Also, I'm an Advisory Board Member at the American University in the Emirates.

Work History

2021- **Marketing Specialist/Team leader**

Current Expo-centre, Sharjah

- Implemented and communicated a change in the marketing strategy of the organization.
- Analyzed the risks of a change in the management structure of the organization.
- Supervising and Help implementing the structure changes. Manage projects from inception to implementation.
- Ensuring that all marketing activity is in line with corporate guidelines, local legislation and data protection laws.
- Review, analyze, and revise marketing strategies.
- Communicate with team members and attend meetings.
- Constantly looking at ways to improve performance and increase revenue.

2019-6- • Keeping an eye on any emerging technologies.

2021-1 • Manage SEO, SEM, and social media paid campaign

Marketing Manager

Al Mutakamela Car Testing & Registration, Dubai

- Manage Ensuring that all marketing activity is in line with corporate guidelines, local legislation and data protection laws

Contact

Address

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Phone

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E-mail

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Skills

Social media technologies
●●●●●
Excellent

Marketing analytics
●●●●●
Excellent

SEM trend knowledge
●●●●●
Very Good

Strategic planning
●●●●●
Excellent

Strategy development
●●●●●
Very Good

SEO practices
●●●●●
Very Good

Google Adwords
●●●●●
Excellent

- Review, analyze and revise marketing strategies.
- Communicate with team members and attend meetings.
- Ensuring targeted segmentation of the company's customer database..
- Manage SEO,SEM, and social media paid campaign
- Dealt with out-source companies for different campaigns.

2016-07 -
2019-5

Digital Marketing Specialist / Marketing team leader

Eventy Advertising Agency, Dubai

- Main accounts handled: Nissan and Carrefour
- Produced and submitted weekly reports outlining progress against KPI objectives.
- Built, implemented and updated effective SEO strategies.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.
- Helped clients develop website portals and social media pages to promote businesses.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Manage projects from inception to implementation.
- Planning and executing web, email and social media advertising campaigns.
- Created high-quality marketing strategy documentation, including product marketing briefs, FAQs and objection handling documents. Initiated market research studies and analyzed findings.

2016-02 -
2016-04

Social Media Intern

Edelman , Dubai

- Created informative and entertaining posts for client's Twitter, Facebook and Instagram pages.
- Maximized strategic approaches by keeping close eye on performance and making appropriate adjustments.

Copywriting



Social media engagement



Languages

Arabic



English



Nationality

Jordanian

- Produced and submitted weekly reports outlining progress against KPI objectives.
- Performed in-depth competitor reviews to check competitor activities with ad placement, keyword use, placement bids and landing pages.
- Helped clients develop website portals and social media pages to promote businesses.

Education

2016-09 - 2019-05	Bachelor of Commerce And Media: Integrated Marketing <i>American University In The Emirates - Dubai, United Arab Emirates</i>
2019-2021	Master in Strategic Marketing <i>Middlesex University</i>