# 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

2021-1

# 2021- Marketing Specialist/Team leader

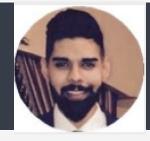
#### Current Expo-centre, Sharjah

- 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.
  - Manage SEO, SEM, and social media paid campaign

#### **Marketing Manager**

Al Mutakamela Car Testing & Registration, Dubai

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



# Contact

#### Address

Dubai Dubai, DU, 00971

#### **Phone** 050 545 8459

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## Skills

Social media technologies



Marketing analytics



SEM trend knowledge



Strategic planning



Strategy development



SEO practices



Google Adwords



- 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 -Digital Marketing Specialist / Marketing2019-5team 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 - Social Media Intern

2016-04

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 •••••• Native

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 -Bachelor of Commerce And Media: Integrated2019-05MarketingAmerican University In The Emirates Dubai, United<br/>Arab Emirates
- 2019-2021 Master in Strategic Marketing

Middlesex University