

Abdullah Hamad

Curriculum Vitae

Abdullah Hamad Shahbal

Digital Marketing & Social Media Specialist

Overview

Online marketing Professional, Active team player, committed, easy going personality with excellent communication skills and a wide range of marketing, online advertising and social media

Objective

To join a progressive and reputable organization that will offer me the best possible work and practical knowledge in the field of digital marketing



KSA - RIYADH



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UNIVERSITY EDUCATION

MASTER DEGREE OF BUSINESS INFORMATION TECHNOLOGY

NORTHUMBRIA UNIVERSITY - MALAYSIA

2007 - 2009

BACHELOR DEGREE OF INFORMATION TECHNOLOGY

SIKKIM MANIPAL UNIVERSITY - INDIA

2003 - 2006

WHAT I WORK NOW?

Digital Marketing

A specialist in digital marketing to create and manage digital and social advertising

SEO

Developing the web pages, content and keywords for optimizing the web on search engine results

Projects Manager

Managing and leading the accounts for social media projects and online campaigns

Digital Analytics

Digital analyst of web traffic, mobile apps, social media accounts and web\app tracking with ads

WORK HISTORY

DIGITAL MARKETING SPECIALIST

CARDIAL WATCHES, RIYADH

(DIGITAL DEPARTMENT)

2019 JANUARY – Up to date

Responsibilities

- Create and manage all online ads on Google and social media platforms with building strategies and KPIs
- Managing all settings that related to campaigns such as web/app tracking, conversion, retargeting, tags, audiences lists, products feed and Dynamic ads
- Managing web data analytics, conversions analytics, A\B testing and social listening analytics by using different products
- Responsible for Google Maps for 96 locations including updates, verification, promotion posts and offers
- Creating email marketing for existing customers with advanced features such as ecommerce revenue tracking and automation emails

WORK HISTORY

DIGITAL MARKETING & SOCIAL MEDIA SPECIALIST

WASAM MEDIA CO, RIYADH

(DIGITAL DEPARTMENT)

2017 OCTOBER – 2019 JANUARY

Responsibilities

- Managing of clients social media projects and online campaigns
- Digital marketing consultant for all clients with different sectors
- Create and manage online marketing by Google Ads
- Create and manage online marketing by all social media platforms
- Digital analyst of clients accounts for best ad performance and campaigns success
- Digital analyst of web traffic, mobile application and social media accounts
- Setting up tracking conversions in web\app and creating audiences lists
- Draw strategic plans and proposals for online marketing and social media projects
- Create reports of end campaign and social media reports
- Responsible for all third party tools related to social media and online marketing
- Training for digital marketing team on online advertising and its strategies

DIGITAL MARKETING SPECIALIST

ALFALAK ELECTRONICS COMPANY, RIYADH

(E-COMMERCE DEPARTMENT)

2014 JULY – 2017 SEPTEMBER

Responsibilities

- Creating and managing online campaigns with Google Ads for search, display, YouTube, Gmail, mobiles apps and remarketing
- Creating and managing social advertising in Facebook, Instagram, Twitter, LinkedIn and Snap
- Reporting and searching for PPC forecasting based on the budgets and search keywords
- Analysing and accurate measurements for the success of the campaigns and ads performance and analysing the results on key metrics to make decisions
- Tracking conversions and improving the transactions to the website and Apps
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Building strategic Plans for digital marketing campaigns and social media proposals
- Manage email marketing campaigns, optimization, and A/b testing
- Reporting and analytics of web\ app by using Google Analytics and other tools
- Use Keywords tools for creating ideas and plans for online marketing
- Monitor social media channels and reporting the results, statistics and brand listening
- Supervising activities of social media team, designing businesses plans and strategies
- Assist in the promotional process and grow social media community with new social ideas

CERTIFICATES

GOOGLE

- ✓ Google AdWords Fundamentals
- ✓ Advanced Search Advertising
- ✓ Advanced Display Advertising
- ✓ Advanced Video Advertising
- ✓ Google Apps Advertising
- ✓ Google Analytics Certified

HUBSPOT

- ✓ HubSpot Inbound Marketing

CANADA GLOBAL CENTER

- ✓ Professional Certified Trainer in Digital Marketing from Canada Global Centre

KHDA – Dubai Government

- ✓ Digital Marketing Certification by KHDA



Fundamentals



Search



Display



Video



TRAININGS & EVENTS

TRAINING

- ✓ Digital Marketing
Different Online Live Courses
- ✓ E-Commerce Workshop
Ministry of Communication and IT – Riyadh
- ✓ Digital Marketing
Astro Labs – Riyadh
- ✓ SEO Fundamentals
AstroLabs – Riyadh

EVENTS & CONFERENCES

- ✓ Think with Google Conference - Riyadh
- ✓ Google workshop for Ads - Riyadh
- ✓ Technology for Marketing 2017 – London
- ✓ Digital Marketing Conference - Dubai

PROFESSIONAL SKILLS

GOOGLE ADS

Search - Display – Video (Youtube) - Mobile Apps - Shopping - Gmail

PAID SOCIAL ADVERTISING

Facebook - Instagram - Twitter – LinkedIn - Snapchat

EMAIL MARKETING

MailChimp – GetResponse – Constant Contact

AUTOMATION MARKETING

Act-On - AgileCRM - HubSpot

SOCIAL MEDIA MANAGEMENT

HootSuite - TweetDeck – Buffer – Sprouts Social

SOCIAL MEDIA ANALYTICS AND LISTENING

Iconosquare – Audiense - Mention – TweetReach – Simply Measured

GOOGLE ANALYTICS

Web Analytics - E-Commerce Analytics - App Analytics



THANK YOU