

## IT & Digital Marketing Manager | E-commerce | Digital Consultant | Digital Forensics

With nearly two decades of experience in the dynamic fields of digital marketing and information technology, I have had the privilege of witnessing the evolution of e-marketing alongside advancements in IT. Throughout my journey, I have remained dedicated to continuous learning and growth, striving to refine my skills and adapt to emerging trends.

In my career, I have been fortunate to work on a diverse range of projects, each presenting its own set of challenges and opportunities for growth. Through these experiences, I have developed a deep appreciation for the complexities of both digital marketing and IT, recognizing that there is always more to learn.

In summary, my journey in digital marketing and information technology has been one of continuous discovery and growth. I am grateful for the opportunities I have had and remain committed to contributing positively to any team or organization I am a part of.

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## AREAS OF EXPERTISE

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### Marketing fields

- **360 marketing** (Analytics – Creativity - Strategic Thinking - Customer-Centric Mindset – ROI )
- **Social media marketing** (All Platforms Knowledge - Advertising Skills- Data Analysis - Trends - Budgeting)
- **SEO** (Technical SEO - On-Page Optimization - Keyword Research - Link Building - Semrush - Ahrefs - Moz)
- **Email Marketing** (SMTP Configuration - Software Sending - webmail - bunch handling - Email Template)
- **AI Marketing** (Automation Leads – CRM Integration with SM - Copywriting - data mining)
- **Pay-Per-Click (PPC)** (Google Ads - Microsoft Advertising - Google Keyword Planner - Bid Management)
- **Mobile Marketing** (Apple Search Ads- AdMob - Push Notification Services – Firebase - Mobile UX/UI Design)
- **B2B Marketing** (LinkedIn Marketing Tools - Lead Generation - Webinar and Event - CRM - ABM platforms)
- **Branding** (Trademarks Rights & Law - kick off market - Competitor analysis - Brand identity- Storytelling)
- **Growth** (KPIs Analytics - A/B Testing - Conversion Rate Optimization (CRO) - Customer Journey Mapping)
- **Customer Relationship Management (CRM)** (Data Management- Customization & Configuration- Integration)

### Ecommerce fields

- **E-commerce Platforms** (Shopify – WooCommerce – Magento - BigCommerce or any other platforms )
- **Payment Gateways** ( PayPal – Stripe – Square - Authorize.Net – PayTabs – Meps - Networksolutions)
- **Conversion Rate Optimization (CRO) Tools** (Optimizely- VWO – Unbounce)
- **Marketplace Integration** ( META & Google Marketplace – ChannelAdvisor – Amazon – eBay – Walmart)
- **Other** ( Inventory Management Systems - Order Fulfillment Solutions – Shipping and returns )

### Webmaster fields

- **CMS Management** (Joomla - WordPress - Squarespace - Wix - Magento -Shopify -HubSpot - Blogger – Drupal)
- **API Integration** (Facebook Pixel - Google Tag Manager – Google Analytics – Online Payment – reCAPTCHA )
- **Web Administrator** (Cpanel – WHM – Backup – Transfer – Subdomain – Emails – FTP – SSL - Firewall)
- **Other** (Google Map - Tags - RankMath - Google Search Console - Bing Webmaster Tools - PageSpeed Tools)

### information technology fields

- **Programing** (PHP - HTML - CSS -Upgrading & integration - IT Audit)
- **Server Administrator** (Linux CentOS – VPS – Dedicated server configuration – MySQL – Apache - SSH- CFS)
- **Hosting** (WHMCS Automation – API Bridge – Domain Names – DNS Setup – CDNs – Email Servers – RDP)
- **Cybersecurity** (Encryption - Ethical Hacker - Black hat - Dark web – SQL Injection – Digital Forensics)

### Consulting fields

- **Business development** (prepare IT & Marketing proposals – Methodology)
- **Project Management** (Kickoff meeting - track progress - deliverables – timelines – M&E – Outsourcing)
- **Digital Strategy Development and Capacity building**

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## My Weaknesses

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- My proficiency in English is at an intermediate level, B1/B2, and I am actively working to enhance it further.
- I tend to be more reserved and may not always initiate conversations.
- I acknowledge that at times I may not be as attentive to other people's feelings as I aspire to be, and I am committed to improving in this area through increased awareness and empathy.
- Although my work consistently impresses others in terms of results and quality, I may personally struggle to appreciate or acknowledge these achievements.

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## EDUCATION

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### Bachelor of Software Engineering

Al-Isra University    **Mar 2005 to May 2010**

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### Communication Engineering/ Incomplete

Mutah University    **Apr 2001 to Jun 2004**

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## CERTIFICATION

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- Google Digital Marketing (8 Certificates)
- Cybersecurity (9 Certificates)
- Data Analytic (6 Certificates)
- Project Management (7 Certificates)
- IT Support (5 Certificates)
- UX/UI (8 Certificates)
- Branding META Certificate
- E-commerce Certificate
- Others (8 Certificates)

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## Additional Information:

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- Salary Expectations: 2800 JD, and it`s negotiable based on the overall compensation package and other factors.
- Location Preference: I prefer to work within Jordan and do not have immediate plans to relocate outside the country.
- Travel Flexibility: While my preference is to work within Jordan, I am open to occasional travel for projects or clients located outside the country. I am comfortable with short-term travel arrangements as needed to support business objectives.

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## PROFESSIONAL EXPERIENCE

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### Senior Digital Consultant

*BDO Jordan*

**May 2021 – Present**

As a Senior Digital Consultant at BDO Jordan, my multifaceted role revolves around elevating the marketing and operational landscape. My responsibilities span from the inception of infrastructure to enhancing sales, international agency partnerships, and implementing digital solutions for streamlined processes.

- Market Expansion: Led analysis to enter 16 countries in MENA, allocating budget based on target audience.
- Brand Building: Established Surgent brand in MENA region, fostering recognition and loyalty.
- Marketing Systems: Developed email marketing and CRM systems, integrating with social media platforms.
- Training Initiatives: Training staff on Digital marketing and E-learning System.
- Marketing Automation: Implemented automated systems, enhancing sales team performance.
- E-Learning Platform: Designed and implement BDO Jordan Academy e-learning system.
- Digital Forensics: Participated in digital forensics tasks, ensuring data integrity.
- Competitive Analysis: Prepared growth reports and analyzed competitors for strategic insights.
- Tender Proposal Development: Created proposals for tenders, supporting business development efforts.
- Data Integration: Collaborated on projects integrating data with AI systems.
- System Development: Programmed and developed systems for domestic and international projects.

### IT & Digital Marketing Manager

*Finance and Business*

**May 2017 – Apr 2021**

As the IT & Digital Marketing Manager in Finance & Business across Jordan, Ukraine, and the UAE, I spearheaded transformative initiatives and achieved notable successes in leading-edge digital strategies. Below are my key responsibilities and accomplishments:

- Led diverse digital team, fostering continuous learning and innovation.
- Developed and executed company-wide digital transformation strategy.
- Established digital connectivity across company branches in Jordan, Ukraine, and the Emirates.
- Defined and implemented KPIs across critical departments for optimization.
- Evaluated and implemented cutting-edge digital tools for competitive advantage.
- Implemented robust data security measures to safeguard against cyber threats.
- Digital Marketing Leadership: Orchestrated comprehensive digital marketing campaigns across multiple channels.
- Fostered collaboration between IT and digital marketing teams.
- Leveraged data analytics for informed decision-making and optimized digital strategies.

### E-commerce & Digital Marketing Manager

*Markat com*

**Dec 2014 – Mar 2017**

As an E-commerce & Digital Marketing Manager at Markatcom, I've been instrumental in propelling the company's online retail footprint throughout the MENA region. Here's a breakdown of my key responsibilities and achievements:

- Led platform optimization for a seamless online shopping experience.
- Managed product listings and streamlined inventory processes.
- Implemented efficient payment and checkout systems.
- Crafted impactful campaigns boosting traffic, engagement, and conversions.
- Successfully executed email marketing strategies for lead nurturing and sales.
- Enhanced online content for improved search engine rankings and visibility.
- Conducted detailed data analysis to monitor KPIs and evaluate strategy effectiveness.
- Optimized UX for visual appeal and ease of navigation.
- Strategically planned and executed promotions to drive sales and loyalty.
- Stayed updated on industry trends and conducted competitor analysis for strategy enhancement.
- Managed budgets for cost-effectiveness and positive ROI.

## SEO & Social Media Developer

Abu Dhabi TV

Aug 2012 – Dec 2014

During my tenure at Abu Dhabi TV (ADtv), an esteemed Emirati television channel launched in 1969, I served as an SEO & Social Media Developer. My role primarily focused on SEO optimization and API development for multiple social media platforms. Here's a summary of my key accomplishments and contributions:

- Achieved 245% ROI in 2013 Ramadan Campaign via YouTube: Implemented strategic SEO techniques and optimized social media campaigns to achieve remarkable results, particularly during the Ramadan campaign on YouTube.
- Established Email Marketing System and SMTP Setup on Linux Servers: Built and deployed an Email Marketing system from scratch, including the setup of SMTP servers on Linux infrastructure, streamlining communication efforts and enhancing marketing reach.

## Developer & System Administrator

Jordan Host

Apr 2004 – Jun 2012

As a Web Developer and System Administrator at Jordan Host, I've been instrumental in orchestrating the management of complex IT systems, with a focus on programming, emerging technologies, effective communication, and brand representation. Here are the key highlights of my experience:

- Server Management: Oversaw Linux and CentOS servers for stability, performance, and security.
- Web Development: Led 400+ website projects, from development to deployment.
- Security Expertise: Identified and addressed vulnerabilities, protecting systems and data.
- Cybersecurity: Mitigated cyber attacks, ensuring data integrity and confidentiality.
- Data Mining for Marketing: Extracted insights for strategic decision-making and improved marketing strategies.
- Marketing Systems Development: Implemented various systems, including WhatsApp, email automation, and e-commerce.
- Entrepreneurial Ventures: Marketed innovative solutions for marketing companies, adapting to market demands.

## Some of Freelance Projects

- Arab Love – Dating Website – in 2001 – ( Programming )
- Swalif soft - in 2003 ( Web Administrator )
- Traidnt – in 2004 ( firewall + Data security protection )
- HI 5 – Dating Website – in 2005 ( UX + Newsletter Subscription)
- Maktoob - Currently Yahoo! Maktoob – in 2006 ( Email Server Configuration + Data security)
- Google adword MENA – In 2007 ( Configuration + Testing )
- Faisaly Football Clup – In 2008 ( Digital Community Manager + E-Membership)
- Watan News - News website – in 2009 ( Programming + SEO )
- Dstor News - News website – in 2012 ( Programming + AI-driven news site autonomously generating articles)
- Maysa Al-Magrabi – Actor – in 2014 ( Social Media + Branding)
- Eyad Alkazoz - Film director – in 2015 ( Social Media+ Branding)
- Beauty Talks Salon - Women Beauty center (owner from 2016 - 2020) It was closed due to the Corona pandemic
- Zakarni Group - Real estate agency in 2015 – ( Programming + Email Marketing )
- Human Appeal – Charity – UK – in 2013 to 2016 ( Social Media + Online Donation System + Branding )
- Prestige Perfume - Eccommerce – in 2017 ( Email & Whatsapp Marketion System )
- Style shop - Eccommerce Webiste – in 2016 ( Programming + Marketing + Online payments )
- Be S.M.A.R.T - Animal Rescue - Greece Athens in 2019 ( volunteer )
- World Brand Eccommerce Webiste – ( Owner from 2016 - 2018 ) closed due to problems with Trademark rights
- Ostello Bello – Hostbitality – Milan, Lombardy, Italy 2018 ( Marketing & increase rating )
- Qattous Group - Real estate agency - in 2017 (Marketing Automation lead + CRM)
- Find And Hire - Recruitment System - in 2022 ( Programming + Training )