

RAWAN ODEH

CONTACT

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4754 McGill Ct Hoover, AL, 35226

EDUCATION

FULL SAIL

orlando, FL

Completed coursework towards
Bachelor of Science (B.S.) game
art (Feb 2021)

ADDITIONAL SKILLS

Facebook ads

Tiktok and snapchat ads

SEO optimization

EXPERIENCE

Media Buyer

ojaz llc, Hoover, AL / Sep 2018 - Present

- Evaluated marketing strategies based on knowledge of establishment objectives, market characteristics and cost factors.
- Scaled multiple businesses from 5-6 figures to over 7 and 8 figured
- Extensive knowledge in facebook and instagram ads, google ads, tiktok ads, snapchat ads and taboola ads
- managed multiple 7 figures a month in ad spend
- Initiated market research studies, and analyzed findings.
- Consulted with product development personnel on product specifications, such as design, color and packaging.
- Executed digital marketing strategies to drive brand awareness.
- Implemented social media strategies to integrate with overall marketing tactics.
- Prepared budgets and submitted estimates for program costs as part of campaign plan development.
- Improved search-related activities through ongoing analysis, experimentation and optimization tests, used A/B and multivariate methods.
- Optimized shopping cart experience and Web site conversion rates against Key Performance Indicators (KPIs).
- Optimized digital assets for search engine optimization (SEO) and for display and usability on internet-connected devices.
- Proposed online and multiple-sales-channel campaigns to marketing executives.
- Participated in development and implementation of online marketing strategy.
- 3+ years of experience in digital advertising

Managed adspend:

Over 400k in adspend on this one

ning

/ active accounts can create or edit ads.

arch and filter

Maximum: Feb 1, 2021 – Apr 27, 2022

ampaigns

Ad sets

Ads

Off / On	Campaign	Amount spent	Purchases ↓	Purchases conversion value	Purchase ROAS (return on ad spend)	Cost per purchase	Link clicks	CPM (cost per 1,000 impressions)
<input checked="" type="checkbox"/>	6.1 NO INTEREST X3 - Copy	\$5,650.17	253 [2]	\$15,349.88 [2]	2.72 [2]	\$22.33 [2]	12,501	\$8.43
<input type="checkbox"/>	28.3 [ANKLET Fashion Accessories] CBO X3	\$3,520.57	166 [2]	\$6,205.44 [2]	1.76 [2]	\$21.21 [2]	5,576	\$5.54
<input type="checkbox"/>	6.1 JACKET X3	\$2,705.43	158 [2]	\$9,616.24 [2]	3.55 [2]	\$17.12 [2]	8,262	\$8.84
<input type="checkbox"/>	4.2 jacket	\$2,813.73	156 [2]	\$9,516.16 [2]	3.38 [2]	\$18.04 [2]	8,425	\$7.72
<input type="checkbox"/>	22.3 x3 Slim-fit Pants [CBO]	\$3,041.35	148 [2]	\$7,161.34 [2]	2.35 [2]	\$20.55 [2]	6,746	\$4.11
<input type="checkbox"/>	16.3 kami pants	\$3,010.58	142 [2]	\$6,919.08 [2]	2.30 [2]	\$21.20 [2]	6,864	\$4.58
<input type="checkbox"/>	Jacket CBO	\$2,982.91	138 [2]	\$8,026.75 [2]	2.69 [2]	\$21.62 [2]	9,235	\$7.27
<input type="checkbox"/>	6.1 NO INTEREST X3	\$2,417.64	131 [2]	\$8,379.58 [2]	3.47 [2]	\$18.46 [2]	7,709	\$6.38
Results from 114 campaigns ⓘ		\$65,889.64 Total Spent	— Total	\$0.00 Total	— Average	— Per Action	146,141 Total	\$6.4 Per 1,000 Impression

Warning Only active accounts can create or edit ads.										
Search and filter										
Maximum: Dec 4, 2020 – Apr 27, 2022										
Campaigns										
Ad sets										
Ads										
Columns Breakdown Reports										
<input type="checkbox"/>	Off / On	Campaign	ry	Budget	Amount spent	Purchases ↓	Purchases conversion value	Cost per purchase	Purchase ROAS (return on ad spend)	CPM (cost per 1,000 impressions)
<input type="checkbox"/>	<input type="checkbox"/>	3.12 Open Bid Cap	unt disabled	\$1,400.00 Daily	\$5,538.74	250 [2]	\$11,735.37 [2]	\$22.15 [2]	2.12 [2]	\$15.31
<input type="checkbox"/>	<input type="checkbox"/>	3.12 TOP BFCM \$350 - Copy	unt disabled	\$500.00 Daily	\$5,592.02	243 [2]	\$10,668.26 [2]	\$23.01 [2]	1.91 [2]	\$12.61
<input type="checkbox"/>	<input type="checkbox"/>	2.12 TOF ZEUS \$18	unt disabled	\$2,000.00 Daily	\$5,153.12	211 [2]	\$9,801.16 [2]	\$24.42 [2]	1.90 [2]	\$15.15
<input type="checkbox"/>	<input type="checkbox"/>	Retargeting	unt disabled	Using ad set bu...	\$1,647.35	130 [2]	\$5,806.83 [2]	\$12.67 [2]	3.52 [2]	\$25.96
<input type="checkbox"/>	<input checked="" type="checkbox"/>	LLA 3% ATC	unt disabled	\$300.00 Daily	\$3,910.99	113 [2]	\$5,875.82 [2]	\$34.61 [2]	1.50 [2]	\$12.24
<input type="checkbox"/>	<input type="checkbox"/>	28.6 0-2% LLA 50% VV US x3	unt disabled	\$200.00 Daily	\$3,257.74	79 [2]	\$3,721.45 [2]	\$41.24 [2]	1.14 [2]	\$9.11
<input type="checkbox"/>	<input checked="" type="checkbox"/>	ABO Scale	unt disabled	Using ad set bu...	\$1,961.62	58 [2]	\$2,688.11 [2]	\$33.82 [2]	1.37 [2]	\$9.78
<input type="checkbox"/>	<input type="checkbox"/>	LLA 0-2% VC	unt disabled	\$150.00 Daily	\$1,088.24	32 [2]	\$1,403.51 [2]	\$34.01 [2]	1.29 [2]	\$9.82
Results from 29 campaigns ⓘ					\$75,358.27 Total Spent	— Total	\$0.00 Total	— Per Action	— Average	\$12.16 Per 1,000 Impressio...

Ad sets		Ads					
A/B Test		Rules					
View Setup		Columns: ads					
Breakdown		Reports					
get	Amount spent	Purchases ↓	Purchases conversion value	Cost per purchase	Purchase ROAS (return on ad spend)	Impressions	
0 Interests Top 5	\$800.00 Daily	\$9,136.40	799 [2]	\$27,427.68 [2]	\$11.43 [2]	3.00 [2]	280,728
interest CBO – Copy	\$1,000.00 Daily	\$10,221.12	766 [2]	\$26,063.03 [2]	\$13.34 [2]	2.55 [2]	390,848
g Interests Top 5 – Copy	\$800.00 Daily	\$9,775.72	690 [2]	\$24,068.17 [2]	\$14.17 [2]	2.46 [2]	233,027
0	\$800.00 Daily	\$8,442.22	631 [2]	\$22,264.69 [2]	\$13.38 [2]	2.64 [2]	455,913
CBO 10 Interests Top ...	\$400.00 Daily	\$4,712.51	347 [2]	\$11,763.31 [2]	\$13.58 [2]	2.50 [2]	112,288
t 55-64	\$1,200.00 Daily	\$3,987.29	342 [2]	\$11,893.35 [2]	\$11.66 [2]	2.98 [2]	75,364
h CBO 10 Interests T...	\$600.00 Daily	\$4,262.09	340 [2]	\$10,769.79 [2]	\$12.54 [2]	2.53 [2]	93,443
Interest CBO – Copy	\$200.00	\$4,226.25	221 [2]	\$10,024.17 [2]	\$12.51 [2]	2.50 [2]	98,276
paigms ⓘ		\$79,347.48 Total Spent	5,935 [2] Total	\$203,774.07 [2] Total	\$13.37 [2] Per Action	2.57 [2] Average	3,341,151 Total

te or edit ads.

Maximum: Mar 25, 2021 – Apr 27, 2022									
Ad sets					Ads				
Edit					Columns				
Breakdown					Reports				
Amount spent	Link clicks	CPM (cost per 1,000 impressions)	CPC (cost per link click)	CTR (link click-through rate)	Adds to cart	Cost per add to cart	Purchase ROAS (return on ad spend)	Purchases conversion value	Purchases
\$5,187.90	9,593	\$10.10	\$0.54	1.87%	829 [2]	\$6.26 [2]	1.56 [2]	\$8,099.67 [2]	
\$4,542.54	8,004	\$9.92	\$0.57	1.75%	836 [2]	\$5.43 [2]	1.37 [2]	\$6,237.92 [2]	
\$5,928.71	9,260	\$11.12	\$0.64	1.74%	716 [2]	\$8.28 [2]	1.18 [2]	\$6,994.91 [2]	
\$5,607.13	10,917	\$11.33	\$0.51	2.21%	851 [2]	\$6.59 [2]	1.33 [2]	\$7,432.52 [2]	
\$5,141.14	6,326	\$13.30	\$0.81	1.64%	622 [2]	\$8.27 [2]	1.47 [2]	\$7,545.41 [2]	
\$3,901.70	5,379	\$11.89	\$0.73	1.64%	584 [2]	\$6.68 [2]	1.87 [2]	\$7,312.26 [2]	
\$1,847.64	3,822	\$7.96	\$0.48	1.65%	361 [2]	\$5.12 [2]	1.47 [2]	\$2,712.68 [2]	
\$2,853.41	4,493	\$10.67	\$0.64	1.68%	403 [2]	\$7.08 [2]	1.33 [2]	\$3,803.65 [2]	
\$64,855.82 Total Spent	106,821 Total	\$10.95 Per 1,000 Impressio...	\$0.61 Per Action	1.80% Per Impressions	— Total	— Per Action	— Average	\$0.00 Total	

Ad sets							Ads	
A/B Test							View Setup	
Rules							Columns: ad	
	Impressions	Cost per result	Ends	Amount spent	Purchases ↓	Purchases		
IO	10,937,331	\$5.98 ^[2] Per Purchase	Ongoing	\$64,469.11	10,782 ^[2]			
– CBO TEST	3,926,325	\$5.78 ^[2] Per Purchase	Ongoing	\$37,000.62	6,407 ^[2]			
– CBO TEST jan 13	3,537,734	\$5.87 ^[2] Per Purchase	Ongoing	\$33,875.03	5,773 ^[2]			
	1,685,345	\$6.34 ^[2] Per Purchase	Ongoing	\$15,878.15	2,506 ^[2]			
IO – Copy	2,360,324	\$6.74 ^[2] Per Purchase	Ongoing	\$15,637.83	2,319 ^[2]			
– CBO TEST jan 12	1,784,871	\$6.47 ^[2] Per Purchase	Ongoing	\$14,216.33	2,196 ^[2]			
	1,017,280	\$5.93 ^[2] Per Purchase	Ongoing	\$7,407.36	1,249 ^[2]			
	820,125	\$5.87 ^[2] Per Purchase	Ongoing	\$7,222.68	1,222 ^[2]			
s i	29,729,876 Total	– Multiple conversions		\$223,180.41 Total Spent	– Total			