

# Montaser Mballo

Marketing Specialist

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## Summary

Aspiring digital marketer with a strong foundation in email marketing, SEO, and social media. Proficient in copywriting, analytics, and CRM. Seeking a Digital Marketing role to gain hands-on experience in marketing campaigns. Strong written and verbal communication skills and a demonstrated passion for digital marketing.

## Experience

Habeebi Global

**Digital Marketing Specialist**

Dubai, United Arab Emirates

**04/2024 - 06/2024**

- Developed content, designed graphics, and managed social media accounts, including creating short-form content for three different companies
- Optimized website content for SEO and managed PPC campaigns, resulting in a 25% increase in organic traffic and conversions
- Conducted competitive analysis on online education platforms, identifying opportunities that boosted traffic by 20%.
- Created monthly performance reports using Google Analytics to optimize marketing strategies and conversion rates.
- Collaborated on the development of a comprehensive city branding proposal for Al Jubail.

## Education

University of West Alabama

**Computer Engineering**

Dubai, United Arab Emirates

**01/2024 - Present**

- Currently pursuing a Bachelor's degree in Computer Engineering with flexible remote study courses.

## Skills

- **Marketing:** : On-page optimization, Off-page optimization, Technical SEO, Email marketing, Content Creation, Copywriting.
- **Tools:** Google Ads, Google Analytics, Hubspot, Social Media Platforms, CRM Tools, Canva, Microsoft Office suite (Word, Excel, PowerPoint).
- **Languages:** English, Arabic

## Certificates

- Digital Marketing Experience Certificate (2024)
- Google Fundamentals of Digital Marketing (2024)
- Google digital marketing & E-commerce Certificate (2023)
- Hubspot Inbound Marketing Certificate (2023)
- Hubspot Email Marketing Certificate (2023)
- Basics of Media Certificate (2019)