

Montaser Mballo

Marketing Specialist

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Summary

Aspiring digital marketer with a robust background in email marketing, SEO, and content creation. Skilled in crafting compelling copy, leveraging analytics, and utilizing CRM tools to optimize customer engagement and drive results. I am eager to bring my enthusiasm for digital marketing to a hands-on role where I can contribute to impactful marketing campaigns and continue honing my skills.

Experience

Habeebi Global	Dubai, United Arab Emirates
Digital Marketing Specialist	04/2024 - 06/2024
<ul style="list-style-type: none">Created monthly performance reports using Google Analytics to optimize marketing strategies and conversion rates.Optimized website content for SEO and managed PPC campaigns, resulting in a 25% increase in organic traffic and conversionsBoosted social media engagement and reach by developing tailored content and eye-catching graphics across platforms for three brands.Played a vital role in the development of a strategic city branding proposal for Al Jubail, contributing research and creative insights to the project.Identified key market opportunities through competitor analysis on online education platforms, resulting in a 20% traffic increase for target websites.	

Education

University of West Alabama	Dubai, United Arab Emirates
Computer Engineering	01/2024 - Present
<ul style="list-style-type: none">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)