

Montaser Mballo

Digital 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

Dubai, United Arab Emirates

Digital Marketing Specialist

04/2024 - 06/2024

- Developed content, designed graphics, and managed social media accounts, including creating dynamic reels, 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.
- Spearheaded the development of a comprehensive city branding proposal for Al Jubail.

Education

University of West Alabama

Dubai, United Arab Emirates

Computer Engineering

01/2024 - Present

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

Skills

- **Marketing:** On-page optimization, Off-page optimization, Technical SEO, Email marketing, Copywriting.
- **Tools:** Google Ads, Google Analytics, Hubspot, Social Media Platforms, CRM Tools, Canva, Microsoft Office suite (Word, Excel, PowerPoint).
- **Languages:** Arabic (Native-Level) English, (Proficient-level).
- **Personal:** Strong communication and collaboration skills.

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)