

Curriculum vitae

MOHAMED ALI.



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PERSONAL INFORMATION:

CIVIL STATUS: SINGLE

NATIONALITY: EGYPTIAN

DATE OF BIRTH: 01/12/1984

OBJETIVE:

To succeed in an environment of growth and excellence and earn a job, which provides me with job satisfaction, and self-development and help me achieve personal as well as organization goals.

Where those skills can be will developed and utilized:
internet online marketing, SEM, SEO-PPC,
along with excellent Spanish & English.

Education:

- 2012-2014: Chinese language course in Public Republic of China
- 2009-2011: 2 years- Post graduate diploma at Igoth High Institute of Tourism (Egyptian Archaeology, Tourism & hotels management)
- 2003-2007 Al-Azhar University
Faculty of languages and Translation, Spanish Department

LANGUAGES:

(Arabic) Native

(Spanish) Excellent command of both written and spoken.

(English) Excellent command of both written and spoken

(Chinese) Fair

Certifications:



Google Partners Search Advanced, License 5915054750826496
Certified on May 2014 – valid through May 2015



Google Partners Display Advanced, License 5218151377666048
Certified on May 2014 – valid through May 2015



Google Partners Advertising Fundamentals, License 4810459056177152
Certified on May 2014 – valid through May 2016



Google AdWords:
certified on May 2012 – valid through May 2014



Social media marketing: HP LIFE e Learning, Certificate serial #1441374-66
certified on Aug 2014 – valid forever



Bing ads accredited professional:
Certified on 25 M 2014

TOEFL PBT: Score 550

certified on November 2011 at Cairo University – valid through November 2013

BBSA: Basic business skills acquisition

Certified on august 2009 at Berlitz institute, FGF, Westwood Egypt

DELE Superior: (International Spanish Certificate) Cervantes Cairo with cooperation of Salamanca University

Certified on 2009 – valid forever

PS: All original certificates available upon request

Work EXPERIENCE:

SEM Analyst at Denver PPC:

Since Mar 2012 until Aug 2012.

Tasks:

Structuring and building out PPC campaigns.

- Perform daily account management and of pay per click accounts on Google AdWords, Yahoo, Bing and other search platforms for a variety of clients.
 - Maintain and monitor keyword bids, account daily and monthly budget caps, impression share, quality score and other important account metrics.
 - Researching keywords and sorting them into Ad Groups.
 - Identify the least expensive but most powerful and profitable keywords for client sites.
 - Creating ad copies and creative.
 - Setting and managing bids.
 - Provide creative copy suggestions and graphical ad templates.
 - Manage Display network placement lists on AdWords and through other contextual advertising platforms.
 - Provide recommendations and execute strategies for keyword opportunities, campaign structuring, targeting, display network, and other facets of paid search in accordance with client goals. Generate new paid search campaigns, ad groups, and accounts and aid in the creation of new paid search marketing initiatives.
 - Generate weekly and monthly client reporting for all major metrics, goals tracking, revenue tracking, and other paid search initiatives.
 - Keep pace with search engine and PPC industry trends and developments. Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.
 - Monitor and evaluate search results and search performance across the major search channels. Communication to team and management on project development, timelines, and results. Work closely with the other team members to meet client goals.
 - Optimizing the performance for the best possible KPIs (CTR, Conversion Rate, CPA, CPC, ...etc.)
 - Analyzing the performance data and extracting meaningful stats and trends.
 - Recommending an appropriate action plan.
 - Reporting the performance to the client periodically.
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Simultaneous Interpreter at SGGE (Saint Gobain Glass Egypt):

Since Jun 2010 until Feb 2012, Spanish, English & Arabic simultaneous interpretation.

Tasks:

- Simultaneous Interpretation of training sessions for the warehouse Teams (120persons).
- Spanish interpretation for the Logistics executive's morning meetings.
- Communication channel for the foreign experts to solve the language dilemma.
- Technical translation for all Logistics SOPs from Spanish into English.
- Solving hotel accommodation service unconvinced problems for SSGE foreign experts.
- Organizing recreation tours for SSGE foreign experts to the monumental places in Egypt.
- Welcoming & greeting service for SSGE foreign experts.
- Departure greeting service upon going back home country even for vacation or final departure.

BPM Consultant at AURAPORTAL MIDDLE EAST

Since Dec 2009 until May 2010.

Tasks:

- Defining problems & Analyzing different Business process and identifying improvement opportunities.
 - Modeling business processes and putting it into automation, making demos for different business process.
 - Defining a modeling strategy and company process models;
 - Performing Process Analysis, identifying and quantifying weaknesses and bottlenecks;
 - Applying process improvement techniques and methodologies that boost operational performance;
 - Gather functional and technical system requirements.
 - Design and implement BPM based solutions using Aura portal BPM software.
 - Drive BPM adoption within client organizations by empowering client resource to become self-sufficient with building process applications on their own.
 - The delivery of consulting days at client sites. Upon customer request and may include but are not limited to: project scoping and management, product training, workshop facilitation, process mapping, product administration, quality assurance reviews, client support and guidance.
 - Remain up to date with and help to improve & update process when needed.
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SEO operator:

since Mar 2009 until Nov 2009 (IOETI - Dunia LLC Italy)

Web2.0 tech, SEO, website design & layout)

Tasks:

- Keyword research through Brainstorm to identify the potential key words useful for getting more traffic to the website.
- Analyzing those key words using the different soft wares to get the locally targeted search volume and the global number of searches and Kei index..
- Defining website layout with customers and making the layout ideas clear to the web developer.
- Recommendation on content targeted keywords.
- Link building management.
- Submitting web pages to social- bookmarking sites such as Digg and Reddit. Additionally, the employee will enhance the content of web pages to include targeted keywords and keyword phrases
- Review, analyze and Making SEO reports client sites for areas that need to improved, deleted, or revised and discussing it with client to see how to implement the recommendation.
- Improve a company's organic search results.
- Ensure websites are filled with optimal keywords.
- Place keywords appropriately in copy to gain most search-engine traffic.
- Keep abreast of white hat and black hat tactics so as not to violate search engine guidelines.
- Strategize ways to improve and track site performance such as GA.
- Evaluate product offering, traffic, landing page quality, page load speed, content, design and demographics of prospective customers when determining keywords and campaigns.
- Research and administer social media tools in support of clients' social media strategy.
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals.

Tour Leader

15 June 2006: 18 Feb 2008 Abu Simbel Travel,
Spanish & English tour leader at Cairo & Hurghada

Tasks:

- Greeting the just landed groups and advice general information; banking and debit cards, pharmacy, purchase of phone cards.
- Provide tourists with detailed knowledge of hotels, sights, restaurants, transport, souvenirs, prices, etc.
- . Develop a series of information sources and contacts that can be of assistance when required.
- Make reservations for accommodation, transportation and activities as required
- Direct and accompany passengers on multi-day tours.
- Prepare for tour by making arrangements and services, provide relevant information and commentary. In addition, confirming reservations.
- Provide general knowledge of attractions and destinations.
- Assist special needs clients.
- Consistently deliver a high level of customer service and traveler satisfaction.
- Provide leadership for our travelers and assure their well-being.
- Continually increase knowledge about the visited spots, its culture, current affairs, environment, etc.
- Act as day-to-day guide, interpreter and manager of the group.
- Deal directly with traveler's issues and concerns, ensuring that passenger satisfaction is achieved.
- Perform the established travel itinerary as closely as possible, making changes only when necessary.
- Assist and accompany travelers during optional activities and meals.
- Complete tour expense reports
- Advise travelers on suitable restaurants, additional transport requirements, purchase of souvenirs, etc.
- Train new Leaders as required, passing on as much trip-related information as possible.
- Request wake-up calls at the hotel.
- Reconfirm breakfast time or request and receive Picnic breakfast box for clients.
- Reconfirm private bus transportation and any meeting points.
- Confirm times for individual tour guides and subsequent meeting points.
- Obtain entrance tickets whenever advance purchase is not optional.
- Give instructions free time and indications on how to contact and locate me in case of trouble during the free time.
- Reconfirm restaurant dinner time, menu and special meal requests.
- Making sure that the entire group has their passport, ticket, and luggage for final departure.
- Inform the group with the departure time and arrange the mealtime and luggage down time.
- Make sure that all travelers will get on board without any issues.

Junior Tour Leader

30 June 2005: 1 May 2006 Amenofis Tours,
Spanish tour leader at Egyptian oasis, Cairo, hurghada Upper Egypt.

Tasks:

- Greeting the just landed groups and advice general information; banking and debit cards, pharmacy, purchase of phone cards.
- Provide tourists with detailed knowledge of hotels, sights, restaurants, transport, souvenirs, prices, etc.
- Make reservations for accommodation, transportation and activities as required, tickets confirmation
- Direct and accompany passengers on multi-day tours.

- Act as day-to-day guide, interpreter and manager of the group.
 - Perform the established travel itinerary as closely as possible, making changes only when necessary.
 - Complete tour expense reports
 - Reconfirm private bus transportation and any meeting points.
 - Confirm times for individual tour guides and subsequent meeting points.
 - Obtain entrance tickets whenever advance purchase is not optional.
 - Inform the group with the departure time and arrange the mealtime and luggage down & departure time.
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IT SKILLS:

- Advanced knowledge about identifying common pc problems and fixing it.
 - Advanced Microsoft windows all versions.
 - Advanced Microsoft Office all versions.
 - ad words interface, Ad Words Editor, MSN & yahoo ad center interface , Bing ads editor
 - Google analytics & insights interface.
 - Deep Internet research and data mining.
 - Keywords identification and analysis trough IBP & Arelis and google AdWords interface.
 - Check and validate site HTML according to W3C Validation rule.
 - Getting information about linking pages and social media interactions & connections.
 - Good knowledge about Facebook ads management and YouTube ads.
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Sample Projects:

1-Google AdWords SEM Campinas:

Successful management for many online store's SEM Campaigns such as:
Express Tool Boxes, Keyless Property, Primary Safes, Tree Top Asia

Successful optimized management for many lawyer's SEM Campaigns such as:
Ramos Immigration Law, Patituce Law, Barry Rosenzweig Law, Queens Lawyers

Successful management for many service's SEM Campaigns such as:
All Occasions Music, Cleaning Crew ,Karen Debiasse , Spot Light Media

2- Document translation:

ALL logistics SOP's translation from Spanish into English for ISO 9001

3-Web industry:

Euro hotels project: web directory for hotels in all international metropolitan and cities.