

# Ahmed Diaa

ahmeddiaa3465@gmail.com - www.ahmeddiaa.pro  
01067669067 - 6th of October, Egypt

## Objective

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Leverage my expertise in SEO, social media marketing, email marketing, and content marketing to develop and manage a comprehensive digital marketing strategy that expands brand reach, fosters customer engagement, and drives desired outcome - sales growth, market share, and customer acquisition.

## Education

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### Bachelor in Business Administration, Major Finance

Canadian International College • 6th of October, Giza, Egypt

Sep 2015 - Jan 2020

### Diploma in Business Management

American Academy • 6th of October, Giza, Egypt

Oct 2017 - Feb 2018

## SKILLS

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### Personal Skills

- Communication Skills
- Self-Confidence
- Self-Motivation
- Time Management
- Project Management
- Strategic Thinking
- Problem Solving

### Technical Skills

- Marketing Tools
- Adobe Indesign
- Microsoft Office Suite
- Canva/Figma
- HTML/CSS
- Data Analysis
- Content Creation

## Work Experience

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### Digital Marketing Manager

Jun 2023 - Present

DSEOM Ltd - Part Time - Remotely • London, UK

- Develop and implement a comprehensive digital marketing strategy
- Research and identify target audiences and their online behavior.
- Stay up-to-date on the latest digital marketing trends and technologies.
- Analyze competitor strategies and identify opportunities for differentiation.
- Plan, execute, and measure digital marketing campaigns across various channels.
- Identify areas for improvement and optimize campaigns for better performance.
- Set and manage digital marketing budgets.

### SEO Specialist

Jan 2022 - May 2023

Freelancer • 6th of October, Egypt

- Conduct keyword research to identify relevant search terms with high volume
- Analyze search intent to ensure targeted keywords align with user goals.
- Stay updated on the latest keyword research trends and tools.
- Optimize website content, meta tags, title tags, and headings for target keywords.
- Improve website structure and internal linking for better crawlability and user experience.
- Develop content strategies that align with SEO goals and target audience needs.
- Prepare comprehensive reports to communicate SEO performance and progress to clients.

### Office Assistant

Jan 2021 - Nov 2021

Egyptian Military • Cairo, Egypt

- Determine and establish office procedures and routines
- Schedule and confirm appointments
- Compile data, statistics and other information
- Set up and maintain manual and computerized information filing systems
- Type and proofread correspondence, forms and other documents

### Trainee

Jun 2018 - Jul 2018

QNB Bank • Cairo, Egypt

- Determine and establish office procedures and routines
- Schedule and confirm appointments
- Compile data, statistics and other information
- Set up and maintain manual and computerized information filing systems
- Type and proofread correspondence, forms and other documents

**Trainee**

QNB Bank • Cairo, Egypt

Aug 2017 - Aug 2017

- Determine and establish office procedures and routines
- Schedule and confirm appointments
- Compile data, statistics and other information
- Set up and maintain manual and computerized information filing systems
- Type and proofread correspondence, forms and other documents

**Certifications**

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<b>Adobe Indesign</b>	2023
<b>Adobe illustrator</b>	2023
<b>Advanced SEO</b>	2023
<b>Digital Marketing</b>	2023
<b>Google Ads</b>	2023
<b>Google Analytics</b>	2023
<b>Social Media Marketing</b>	2023
<b>Small Business</b>	2023