

Contact

+965 60672773 (Mobile)
ahmedziwar@gmail.com

www.linkedin.com/in/ahmedziwar
(LinkedIn)
about.me/ahmedziwar (Personal)

Top Skills

Social Media Analysis
Attention to Detail
Campaigns

Languages

English (Full Professional)
Arabic (Native or Bilingual)

Certifications

Data Analysis with Python
From Likes to Leads: Interact with
Customers Online
Foundations of Digital Marketing and
E-commerce

Ahmed Ziwar

Digital Marketing Manager | Strategic Thinker | Creative Problem
Solver | ROI-Driven
Al Asimah, Kuwait

Summary

Experience in Consulting Practices with the full business cycle
IT Consulting & Business visualization & Digital Marketer

Experience

Smart Technology (STSCKW)

Digital solutions Manager
May 2022 - Present (3 years)
Kuwait City, Kuwait

Plan, implement, and manage e-commerce websites to align with business objectives, ensuring a seamless user experience that drives online sales and enhances the customer journey. Oversee digital marketing campaigns, including e-commerce strategies, to boost brand visibility, engagement, and lead generation.

Execute social media and email marketing campaigns to promote products, increase customer acquisition, retention, and loyalty, and integrate them with e-commerce funnels for optimized conversions. Optimize website content, product pages, and user interface for SEO, enhancing search engine rankings and improving conversion rates. Manage the entire lifecycle of e-commerce websites, from planning and development to ongoing optimization and updates.

Maximize ROI by managing PPC advertising campaigns on platforms like Google Ads, focusing on product visibility and effective ad placement. Create high-quality content tailored to e-commerce audiences, ensuring it supports brand messaging and drives product sales.

Regularly analyze key performance indicators (KPIs), including traffic, conversion rates, sales metrics, and customer behavior, to monitor e-commerce performance and adjust strategies as needed. Stay updated on the latest e-commerce trends, tools, and technologies, implementing improvements to the website's functionality and digital marketing efforts.

Collaborate with product, sales, and customer service teams to ensure that digital marketing efforts support both e-commerce and overall business objectives.

Dr Scent

Digital Marketing Manager

March 2023 - July 2024 (1 year 5 months)

Kuwait

Implement digital marketing campaigns that align with business objectives, and plan and execute social media strategies to increase brand awareness, engagement, and lead generation. Manage email marketing campaigns to drive customer acquisition, retention, and loyalty, and optimize website content and user experience to improve search engine rankings and conversion rates. Maximize ROI by managing PPC advertising campaigns on Google Ads and other platforms. Create high-quality content that resonates with our target audience and supports our brand messaging. Analyze and report on key performance indicators (KPIs) to track campaign success and make data-driven decisions. Keep up-to-date on digital marketing trends, tools, and technologies, and identify opportunities to enhance our digital marketing initiatives. Collaborate with cross-functional teams, including product, sales, and customer service, to ensure digital marketing efforts support business objectives.

Ooredoo Kuwait

Social Media Specialist

December 2019 - April 2022 (2 years 5 months)

Kuwait

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification
- Publish and share daily content (original text, images, video, or HTML) that builds meaningful connections and encourages community members to take action
- Set up and optimize company pages within each platform to increase the visibility of the company's social content
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights, and best practices, and then acting on the information

- Collaborate with other departments (customer relations, sales, etc) to manage reputation, identify key players, and coordinate actions

Golden Gate KW

Digital Media Specialist

August 2016 - January 2018 (1 year 6 months)

Kuwait

- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Design, create and manage promotions and Social ad campaigns.
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Analyze key metrics and tweak strategy as needed.
- Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements to implement a proactive process for capturing happy, loyal customer online reviews.
- Monitor trends in social media tools, applications, channels, design and strategy.
- Implement ongoing education to remain highly effective.
- Identify threats and opportunities in user-generated content surrounding the company. Report notable threats to appropriate management.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising social media, content marketing, SEO and social advertising campaigns.
- Monitor effective benchmarks (Best Practices) for measuring the impact of social media campaigns. Analyze, review, and report on effectiveness of campaigns to maximize results.

Amz-IT

IT Consultant

July 2012 - August 2016 (4 years 2 months)

Meeting with clients to determine requirements.

Planning timescales and the resources needed.

understanding their work practices and the nature of their business.

Analyzing Digital requirements within companies

Developing agreed solutions and implementing new solutions.

Helping clients with change-management activities.

Purchasing systems where appropriate.

Designing, testing, installing and monitoring new systems.

Preparing documentation and presenting progress reports to customers.

Organizing training for users and other consultants.

Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.

Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).

Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.

Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.

Eskan Global Group

Digital Media Manager

January 2016 - June 2016 (6 months)

Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns

Design, build and maintain our social media presence

Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)

Identify trends and insights, and optimize spend and performance based on the insights

Brainstorm new and creative growth strategies

Plan, execute, and measure experiments and conversion tests

Collaborate with internal teams to create landing pages and optimize user experience

Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points

Instrument conversion points and optimize user funnels

Collaborate with agencies and other vendor partners

Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Kw Click Group

IT Project Consultant

April 2014 - October 2015 (1 year 7 months)

meeting with clients to determine requirements;
working with clients to define the scope of a project;
planning timescales and the resources needed;
clarifying a client's system specifications, understanding their work practices and the nature of their business;
travelling to customer sites;
liaising with staff at all levels of a client organisation;
defining software, hardware and network requirements;
analysing IT requirements within companies and giving independent and objective advice on the use of IT;
developing agreed solutions and implementing new systems;
presenting solutions in written or oral reports;
helping clients with change-management activities;
purchasing systems where appropriate;
designing, testing, installing and monitoring new systems;
preparing documentation and presenting progress reports to customers;
organising training for users and other consultants;
being involved in sales and support, and where appropriate, maintaining contact with client organisations;
identifying potential clients and building and maintaining contacts.

Meeza Technical Solutions

IT administrator

July 2009 - June 2012 (3 years)

Install, configure, and support the LANs WANs and Internet systems.
Maintain network and workstation hardware and software. Monitor network to ensure network availability to all system users and perform necessary maintenance to support network availability.
Configure and administrative company network device (firewall, routers, ...)
To manage performance tuning and capacity planning activities to enhance the performance of
the network resources.
Analysis, design, and implementation of a variety of Microsoft technologies.
Responsible for

support of Microsoft Windows 2003/2008, Active Directory, MS Exchange Server (2003-2010) and server virtualization deployments.

Installing and implementations for Linux system (Centos 5, Ubuntu).

Maintain VO-IP system and analysis user's requirements.

Perform routine backups and archival of files stored on the network to assist with disaster recovery.

Analyze users support statistics and other data and recommend appropriate measures.

Assists in maintaining the operating system and security software utilized on the network, including the addition of new users to the network and establishment of rights and privileges.

Al Nawasi Gen. Trading
Network Technical support
April 2009 - July 2009 (4 months)
kuwait

Install, configure, and support the LANs WANs and Internet systems.

Maintain network and workstation hardware and software.

Monitor network to ensure network availability to all system users and perform necessary maintenance to support network availability.

To supervise other network support technicians and plan, co-ordinate, and implement network security measures.

To manage performance tuning and capacity planning activities to enhance the performance of the network resources.

Perform routine backups and archival of files stored on the network to assist with disaster recovery.

Analyze user support statistics and other data and recommend appropriate measures.

Assists in maintaining the operating system and security software utilized on the network, including the addition of new users to the network and establishment of rights and privileges.

Al-Zamle Real Estate Co.

Network Administrator

July 2008 - January 2009 (7 months)

Network monitoring

Testing the network for weakness

Keeping an eye out for needed updates

Installing and implementing security programs

In many cases, E-mail and Internet filters

Evaluating implementing network management software

Axis Solutions

Senior Technical Support Eng

May 2006 - June 2008 (2 years 2 months)

PC's maintenance. Hardware and Software

Windows 9x, 2000, XP, 2003 server Troubleshooting

Installing and configuring PC's, Notebooks, network, router, switches & configuring server, internet, ISDN, DSL, network security.

Managing network access for all users.

Printers, Plotters and file server.

Backup all hard drives on CD's and Tapes, removable drives.

Installing all hardware required for new PC's or upgrading

Directions Institute

Instructor

November 2005 - April 2006 (6 months)

Instructor for A+ , Networking and Hardware course

Miraco General trading and contracting

Network Planner

August 2004 - September 2005 (1 year 2 months)

Network planning and design for the project's PC network.

Murray and Roberts

IT administrator

September 2002 - June 2004 (1 year 10 months)

Network planning and design for the company's PC network.

PC's maintenance. Hardware and Software

Windows 9x, 2000, XP Troubleshooting

Installing and configuring PC's, Notebooks, network, hubs, switches & configuring server, internet, ISDN, DSL, network security.

Managing network access for all users.

Managing user's account and network resources.

Printers, Plotters and file server.

Backup all hard drives on CD's and Tapes, removable drives.

Installing all hardware required for new PC's or upgrading.

Web Designing and managing for the company website

(www.murrobsanstefano.com)

Education

ITI - Alexandria University 1999

Associate's degree, Computer Science · (1997 - 1999)

Microsoft Professional Program

Data Science · (2017 - 2017)

BerkeleyX: Artificial Intelligence

· (2012 - 2012)

San Geroge

GED, High School/Secondary Diplomas and Certificates · (1989 - 1997)