

Moujtaba Khalifa

Digital Marketing & SEO Specialist

Highly skilled digital marketing & SEO professional with extensive experience in social media paid ads (Facebook, Instagram, LinkedIn, TikTok, Snapchat, Twitter), Google ads (Search, GDN, PMAX, Youtube), and more. Managed 15 clients from diverse industries, excelling in market research, strategic planning, campaign setup, and optimization. Proficient in Google Tag Manager, Google Analytics, email marketing, and SMS marketing. Specialized in growing social media accounts through growth hacking tactics. **Visit mjelitemedia.com for more details.**



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🛂 Have Resident Visa

WORK EXPERIENCE

Digital Marketing Specialist Qannas Marketing Agency

01/2023 - 05/2023

Sharjah, United Arab Emirates

Responsibilities

- Managing 15 clients from different business backgrounds and providing full-service digital marketing solutions
- Conducted extensive market research and formulated effective marketing strategies for clients
- Created and launched successful campaigns on various social media platforms and Google Ads
- Monitored and optimized results daily to achieve maximum ROI for clients
- Tracked website and social media analytics using Google Tag Manager and Google Analytics
- Developed and executed email marketing campaigns for clients
- Generated growth for personal social media accounts and client accounts using growth hacks and tactics
- Collaborated with cross-functional teams to develop and implement marketing strategies for new product launches
- Created and implemented content marketing strategies, resulting in increased brand visibility and engagement
- Monitored web analytics using Google Analytics to track performance, identify areas for improvement, and make data-driven decisions

EDUCATION

Digital Marketing & Ecommerce Professional Diploma

Texas Professional University

2021

United States of America

SKILLS

Market (Planning/Research/Competitors Study)

Google Ads (Search/GDN/PMAX/Youtube)

LinkedIn Ads

Meta Ads

TikTok Ads

Google Tag Manager

Google Analytics

Strong Communication and Collaboration

Business to Customer (B2C) marketing

Business to Business (B2B) Marketing

Email Marketing

Lead Generation

Search Engine Optimization (SEO)

Keyword Research and Analysis

Conversion Rate Optimization

Growth Hacks and Tactics

LANGUAGES

Arabic



English



REFERENCES

Available Upon Request