



Ahmad Al-Hassan

www.Ahmad-Alhassan.com

Digital Marketing Manager

PERSONAL DETAILS

Ahmad Al-Hassan
Dubai, UAE
DOB: 25/07/1990
M: +971 56 4031200
E: Ah-Na@live.ca
Nationality: Australian
Driving license: UAE License

Languages

Arabic: Native
English: Proficient

AREAS OF EXPERTISE

Digital Marketing
E-mail marketing
Social Media Marketing
Mobile Marketing
Public Relation (PR)
Crises management
Business development
Event management
Campaign management
SEO, SEM
Website Management
Graphic Design
Press releases
Bulk & B2B Sales
Telesales

PERSONAL SKILLS

Initiative
Building relationships
Creative thinking
Team Leader
Multi-Tasking

PERSONAL SUMMARY

A highly efficient, results driven and capable marketing executive with a proven ability to effectively develop, manage and control relationships between the company and its target audience. Having a proven track record of quickly understanding a marketing campaigns mission, vision and objective and then communicating this to potential customers. Enjoying challenging briefs & able to work to an excellent standard under considerable pressure whilst presenting a positive image to clients & colleagues.

Now looking for a suitable sales position with ambitious & exciting company.

WORK EXPERIENCE

1) Gulf Track Media – UAE

Digital Marketing Manager July 2015 – Present

Assigning and direct all work performed in the branch and supervise all areas of operation. You will manage staff, foster a positive environment and ensure customer satisfaction and proper branch operation.

Duties:

- Direct all operational aspects including distribution operations, customer service, human resources, administration and sales
- Crisis management planning
- Assess local market conditions and identify current and prospective sales opportunities
- Develop forecasts, financial objectives and business plans
- Meet goals and metrics
- Manage budget and allocate funds appropriately
- Address customer and employee satisfaction issues promptly

2) New Horizons Training Center – Dubai

Digital Marketing Manager December 2011 – July 2015

Working as part of a busy sales team involved in annual & quarterly tactical planning, scheduling & also delivery across multiple media. Responsible for ensuring that promotional activity is targeted, effective in attracting potential customers, managing the website content and updating Graphical interface.

Duties:

- Sales executive and telesales
- Planning and implementing of PR activities
- Manage SEO capabilities (external or internal) to ensure that site is optimized for search engines
- Run SEM & SMM campaigns efficiently and ensure competitive click through rates
- Conduct post and pre campaign analysis for all online activities
- Manage Online branding and sponsorship for new product launch
- Logging and progressing all new leads / potential sales enquiries.
- Writing new marketing material & website content.
- Managing Website and updating Graphical interface regularly.
- Assisting with campaign building, press releasing & promotional copy production.
- Involved in the online, web and email marketing campaigns.
- Campaign tracking, measurement, evaluation and reporting on all activity..
- Training Marketing stuff in other New Horizons branches

ACADEMIC QUALIFICATIONS

BSc Computer Science

AUL University 2008 - 2010

CERTIFICATIONS

Adobe:

- Adobe Photoshop
- Adobe flash
- Adobe Illustrator

New Horizons 2011 – 2012

Google:

- Analytics Certification
 - AdWords Video Certification
 - Tag Manager Certification
 - AdWords Advanced Search Certification
 - AdWords Advanced Display Certification
 - Adwords Mobile Certification
 - Shopping Certification
- Ref:5633782134865920

Hootsuite:

- Social Media Certification
- Professional Certification

HubSpot:

- Inbound Certification
- HubSpot Certification

Others:

Social Media (*ex.Social selling*)

Email Marketing

Mobile Marketing

PPC Marketing

Cordata Consultancy 2013 – 2015

REFERENCES –

Available on request

Or on my website

www.Ahmad-Alhassan.com

3) Cordata Consultancy

Digital Marketing Consultant January 2010 - 2011

Marketing Consultant & Management-

Duties:

- **Digital Marketing** Consulting
- Social media **manager**
- Content **manager**
- **Marketing** and operations
- Ad space and SEO consulting
- Reporting.

4) Part time companies

1- Like Media Social – Dubai

Social Media Marketing September 2011 – November 2011

2- American Spine Center – Dubai

Online Marketing Specialist – September 2013- present

3- Aruba Networks – Dubai

Marketing Consultant December 2013 - February 2015

Duties:

- Supporting A Marketing Strategies
- Social Media Marketing
- Search engine Marketing management
- Managing corporate marketing activities.
- Reporting.

4- Adam's PC – Lebanon

PC support January 2005 – 2010

Working in supporting and maintaining PC Desktops and laptops.

Duties:

- Setting up new systems.
- Supporting Desktop and Laptop.
- Managing Wireless Networking.
- Hardware & Software problem troubleshooting.
- Managing Websites and updating Graphical interface.

KEY SKILLS AND COMPETENCIES

- Experience in being involved in Supporting Team.
- Ability to work to tight deadlines and multi-task.
- Ability to work in a fast paced and evolving customer's environment.
- Experience in being involved in multiple marketing campaigns in parallel.
- Thorough understanding of promotional and advertising activity.
- Ability to work to tight deadlines and multi-task.
- Good understanding of methods to assess marketing.
- Ability to work in a fast paced and evolving sales environment.
- Well knowledge in SEO & SEM.

PORTFOLIO

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