

Mohammed ZAHIR

Digital Marketing Specialist



Results-driven Digital Marketing Specialist with over 5 years of experience in B2B and B2C digital campaigns, SEO, content strategy, social media, and CRM management. Skilled in leveraging AI-driven tools, analytics, and creative strategies to enhance brand awareness, generate leads, and drive business growth. Adept at collaborating with cross-functional teams to deliver measurable results and optimize marketing ROI.



@mohzahir



@mohammed-zahir



@Mohammed Zahir

✉ moh.zahir.mz@gmail.com

🏠 Sudan, Marawie City

🔗 mohzahir.github.io

🚩 Sudanese

💻 Remote work

📞 011 701 7444

Education

BACHELOR OF COMPUTER SCIENCE AND INFORMATION TECHNOLOGY

Alzaim Alazhary University

09/2014 – 10/2018

Khartoum, KH, Sudan

- Solid technical foundation supporting digital marketing strategies.
- Skills in **web development, SEO, analytics, CRM, and marketing automation.**
- Experience with **data-driven campaigns** and optimizing user experience.

Languages

Arabic

English

Computer skills

Marketing Automation & AI Tools:

- AI content tools: ChatGPT, Jasper, Writesonic
- Social media schedulers: Buffer, Hootsuite, Later

Web & Content Management

- CMS: WordPress, Shopify, Wix
- Basic HTML, CSS, and web page optimization

Analytics & Reporting

- Google Analytics, Google Tag Manager
- SEMrush, Ahrefs, Moz (SEO Tools)

Digital Marketing Tools

- HubSpot, Salesforce, Zoho CRM
- Google Ads, Facebook Ads Manager, LinkedIn Campaign Manager
- Mailchimp, ActiveCampaign, Klaviyo (Email Automation)

Other Computer Skills

- Microsoft Office Suite (Excel for data analysis, PowerPoint for presentations)
- Project management tools: Trello, Asana, Monday.com

Additional education

Inbound Marketing

HubSpot Academy

02/2025 – 08/2025

Online

- **Introduction to Inbound Marketing**
 - Understanding inbound marketing and its importance in building long-term customer relationships.
- **Creating Buyer Personas**
 - How to define and understand your target audience to tailor marketing strategies effectively.
- **Content Strategy**
 - Developing engaging content that meets the audience's needs at different stages of the buyer's journey.
- **Search Engine Optimization (SEO)**
 - Techniques to improve search visibility and drive organic traffic to your content.
- **Social Media Strategy**
 - Effective use of social media platforms to engage your audience and increase brand awareness.
- **Measuring Success**
 - Tracking and analyzing key performance indicators (KPIs) to evaluate the effectiveness of inbound campaigns.

Additional education

Attract and Engage Customers with Digital Marketing

Google

2023

Coursera

- Recognize strategies to build brand awareness among potential customers
- Explain the purpose of SEO (search engine optimization) and essential SEO terms
- Optimize website content for SEO
- Understand search engine marketing (SEM) and how it benefits businesses

Foundations of Digital Marketing and E-commerce

Google

2023

Coursera

- Define the fields of digital marketing and e-commerce
- Describe the job responsibilities of an entry-level digital marketer and e-commerce specialist
- Explain the concept of a marketing funnel
- Understand the elements and goals of a digital marketing and e-commerce strategy

FULL STACK WEB AND MOBLIE DEVELOPMENT

Newton Training Center

2020

Khartoum, Sudan

- acquired web best practices techniques with experienced web developer instructor
- covered most web technologies and languages including: html, css, javascript, jquery, bootstrap, angularjs, php, mysql, ionic and cordova.
- designed and developed ecommerce store web application

ADVANCE LEVEL COURSE OF ENGLISH COMMUNICATION SKILLS

English Discussion Center

2019

Khartoum, Sudan

- scored 90%
- English reading, writing, listening, and reading skills.
- improved public speaking and communication skills

Interests

Digital Marketing Trends

Exploring the latest tools, strategies, and AI-driven marketing solutions.

Technology & Innovation

Keeping up with emerging technologies, software development, and AI applications.

Networking & Community

Connecting with professionals in marketing, tech, and business.

Continuous Learning

Participating in online courses, certifications, and professional development.

Content Creation

Blogging, social media storytelling, and creating engaging multimedia content.

Data & Analytics

Analyzing marketing data to drive smarter business decisions.

Skills

SEM (Search Engine Marketing)

Google Ads, Bing Ads, PPC campaign management.

Content Marketing

Content creation, storytelling, copywriting, blog and website content.

Email Marketing

Campaign creation, automation, list segmentation, lead nurturing.

Social Media Marketing

Strategy development, platform management (LinkedIn, Facebook, Instagram, TikTok), community engagement.

Inbound Marketing

Lead generation, nurturing, conversion optimization, HubSpot or similar platforms.

SEO (Search Engine Optimization)

Keyword research, on-page & off-page SEO, technical SEO.

Work experience

Digital Marketing Specialist

HireHub Job Agency

02/2022

Khartoum, Sudan

- At HireHub, I focus on leveraging data-driven strategies to enhance our digital presence and drive business growth. My role encompasses:
- **Key Responsibilities:**
 - **Digital Strategy Development:** Design and implement multi-channel digital marketing campaigns across platforms such as social media, email, and search engines to promote Alqash's products and services.
 - **Content Creation & Management:** Develop engaging and relevant content for blogs, websites, and social media channels, ensuring consistency with brand voice and objectives.
 - **SEO & SEM Optimization:** Conduct keyword research and apply SEO best practices to enhance website visibility and search engine rankings. Manage paid advertising campaigns to maximize ROI.
 - **Performance Analytics:** Utilize tools like Google Analytics to monitor and analyze campaign performance, adjusting strategies as needed to meet KPIs.
 - **Audience Engagement:** Build and nurture relationships with our online community through targeted email campaigns and active social media interaction.
 - **Collaboration & Reporting:** Work closely with cross-functional teams to align marketing efforts with business goals. Provide regular performance reports to stakeholders.

Digital Marketing Specialist

Alqash

02/2024 – 04/2025

Qatar

- Designed and implemented multi-channel digital marketing campaigns across social media, email, and search engines.
- Created engaging content for blogs, websites, and social media to maintain brand consistency.
- Applied SEO strategies and managed SEM campaigns to increase visibility and drive traffic.
- Tracked performance metrics and generated reports to evaluate campaign effectiveness.
- Enhanced lead generation and brand awareness through strategic marketing initiatives.

Assets

Curious & Lifelong Learner

Keeps up with emerging marketing trends and technologies.

Collaborative Team Player

Works well with cross-functional teams to achieve goals.

Problem Solver

Quickly identifies challenges and implements effective solutions.

Proactive & Self-Motivated

Takes initiative to optimize marketing strategies.

Adaptable & Flexible

Thrives in fast-paced, ever-changing digital environments.

Analytical & Data-Driven

Makes decisions based on insights and measurable results.

Creative & Innovative

Ability to generate fresh ideas for campaigns and content.

References

Noura Sultan Alotibi

Direct manager, Sindawa Trading Company

+966 50 472 7333

Work experience

Digital Marketing Specialist

Sindawa Trading Company

07/2022 – 03/2025

Riyadh, RI, Saudi Arabia

- Managed digital campaigns across social media, email, and paid advertising platforms.
- Produced creative content for social media, newsletters, and blog posts to engage the target audience.
- Implemented SEO strategies to improve website traffic and search visibility.
- Monitored campaign performance and optimized strategies based on analytics insights.
- Increased social media engagement and contributed to lead generation initiatives.

Fullstack Web And Mobile Developer

Smart Node CO.

06/2021 – 10/2022

Sudan

- Provide technical support to customers, resolving issues related to our software and hardware products.
- Diagnose and troubleshoot technical issues, including account setup and network configuration.
- Assist in SQL database management and maintenance.
- Train customers and new employees on how to use our products efficiently.
- Collaborate with the engineering team to address and resolve complex technical issues.
- Consistently praised for providing excellent customer service, resolving 90% of issues on the first call.

FULLSTACK LARAVEL DEVELOPER

Multi Software Company (MSC)

07/2021 – 12/2021

Khartoum. Sudan

- served the role of fullstack web developer with laravel to build mobile admin panel
- built web REST Apis for mobile applications end points
- ensured the security of the end points using laravel sanctum package along with laravel authentication system

TECHNICAL BANKING TRAINEE

Animal Resources Bank (ARB)

07/2019 – 08/2019

Khartoum, Sudan

- Performed customer follow up to ensure proper service delivery.
- worked as a system monitor to optimize system functionalities and avoid system drops.
- Provided technical support to customers on system issues, referring on to technical team for further assistance if needed.