





Amer Blboheath

-  Riyadh, Saudi Arabia
-  966534561671
-  blboheath@outlook.com
-  www.linkedin.com/in/amerblboheath



Summary:

I possess a versatile skill set in digital marketing, social media management, and content creation, with a strong foundation that drives business growth and engagement across various platforms. I excel in implementing comprehensive strategies, utilizing SEO, social media management, and content creation to maximize brand visibility and audience engagement. With a keen eye for market trends, I develop tailored marketing plans that align with business objectives, delivering results through analytical thinking, creativity, and attention to detail. Additionally, my experience as a Facebook content reviewer has honed my ability to uphold community standards and enforce policy compliance, while my bilingual proficiency and expertise in Arabic content creation enable me to craft culturally relevant campaigns that resonate with diverse audiences, driving engagement and fostering brand loyalty. With a strong work ethic, passion for innovation, and commitment to excellence, I thrive in collaborative environments, leveraging my skills to contribute to the growth and success of organizations.

Experience:

Attybat | Indonesia, Jakarta Digital Marketing Specialist | 02/2022 - 02/2023

- Led the development and execution of comprehensive digital marketing strategies to enhance online presence and achieve business objectives.
- Conducted extensive market research, identified target audiences, and implemented effective campaigns across social media, SEO, PPC, and email marketing.
- Increased brand visibility, engaged the target audience, and generated measurable results.
- Monitored key performance indicators, generated reports, and provided strategic recommendations for continuous improvement.

ALDAR | Indonesia, Jakarta Digital Marketing Specialist | 03/2021 - 02/2022

- Spearheaded the development and implementation of impactful digital marketing strategies.
- Crafted targeted campaigns across social media, SEO, PPC, and email marketing.
- Enhanced brand visibility, engaged the desired audience, and achieved measurable outcomes.
- Monitored key performance indicators, generated insightful reports, and provided strategic recommendations for maximizing ROI.

FarEast Investment | Indonesia, Jakarta Project Manager | 01/2020 - 02/2021

- Oversaw and executed various projects in the real estate sector.
- Managed project timelines, budgets, and resources to ensure successful project delivery.
- Collaborated with cross-functional teams, stakeholders, and external contractors for clear communication and seamless coordination.
- Provided strategic insights and recommendations to optimize project outcomes and achieve real estate investment goals.

Cognizant | Malaysia, Kuala Lumpur Senior Process Executive Content Review | 04/2018 - 05/2019

- Played a vital role in upholding community standards and ensuring a safe online environment.
- Led a team responsible for reviewing and moderating user-generated content to address instances of hate speech.
- Made informed decisions and took appropriate actions to enforce policy compliance.
- Collaborated with cross-functional teams to provide insights and contribute to process improvements.

Asia Masters Center | Malaysia, Kuala Lumpur Search Engine Optimization Specialist | 05/2017 - 01/2018

- Implemented initiatives to drive organic search visibility and optimize website performance.
- Utilized SEO techniques and strategies to enhance online presence and increase organic traffic.
- Increased brand exposure, website traffic, and online presence.

Zawia Group | Malaysia, Kuala Lumpur Social Media and SEO Specialist | 06/2016 - 07/2017

- Implemented comprehensive strategies to maximize social media engagement and search engine visibility.
- Increased brand exposure, website traffic, and online presence.

Qi Group | Malaysia, Kuala Lumpur Social Media Specialist | 02/2015 - 02/2016

- Managed and implemented effective social media strategies to enhance brand awareness and drive business growth.
- Created impactful campaigns and cultivated a strong online presence for the company.

Skills:

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|------------------------|--------------------------|------------------------|
| • Customer service | • Critical Thinking | • Creative Writing |
| • Time management | • Problem Solving | • Design Thinking |
| • Communication skills | • Decision Making | • Design Tools |
| • Leadership | • Teamwork, Adaptability | • Programming |
| • Bilingual | • Fast learner | • Web Development |
| • Microsoft Office | • Social Media | • Content Creator |
| • Computer Skills | • Digital Marketing | • Automation Solutions |

Education :

- Imam al-Alusi Secondary School, HIGH SCHOOL 2006 - 2008
- Niagara College Bachelor's degree, IBM Mar 2022 - Apr 2026

