



# ABDUL EL BALAA

DIGITAL MARKETER



## ABOUT ME

I am a skilled digital marketing enthusiast with a passion for driving online success. With hands-on experience in content creation, copywriting, website development, and social media management, I bring a unique blend of creativity and analytical thinking to every project. I am dedicated to delivering measurable results and boosting online presence.



## CONTACT

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## EDUCATION

Vega School, Cape Town

**BCom in Digital Marketing**

2019- 2022

Milnerton High School



## WORK EXPERIENCE

### Internship | Head of Marketing

#### The Affiliate Monkey - 2023- Present

Content creation for social media | Copywriting | Analytics Dashboard | Website creation | Partner Outreach and onboarding | Competitor analysis and key metrics | Social media management | Dashboard reporting | Reporting Marketing meeting | SEO & Email Marketing

### Sales & Business Development Representative

#### CostCertified - 2022 - 2023

Understanding and promoting company programs | Preparing and submitting sales contracts for orders | Generating leads | Meeting or exceeding sales goals | Qualifying potential new clients | Research & Development | Interact with other sales, marketing, and project delivery staff to collaboratively determine customer needs



## SKILLS | EXTRAS

- Social Media Management
- Intermediate WordPress experience
- Proficient in copywriting
- Partner Outreach and onboarding
- SEO & Email Marketing
- Website Traffic: Increase of 1200-1900 VPM (3 Months)
- Software experience: SEMRush, Google Analytics, Google Search Console, Google Trends, Google LookerStudio, Canva, Later.com, Keyword Planner