

Saed Almgharee

Media Buyer

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TECHINICAL SKILLS

- Microsoft Office (Word, Excel, PowerPoint).
- Good skills in business administration and public relations.
- Content writing for social media.
- Social media advertising (Facebook, Twitter, LinkedIn, Instagram, Snapchat).
- PPC advertising (Google Ads).

WORK EXPERIENCE

Digital marketing specialist & Media Buyer freelancer

08/2022 – 09/2023

- Developing and managing social media campaigns.
- Development of Digital marketing strategies
- Created and implemented an effective advertising plan for **+25** stores and companies.
- Successfully managed social media ads across multiple platforms, including Snapchat, TikTok, and Instagram, resulting in increased user engagement and Conversion.
- Oversaw and optimized various Google ads campaigns, including Search, Shopping, Smart, and Performance Max, resulting in improved click-through rates and increased online visibility.

Digital marketing Traineeship, Business and Technology Incubator(Bti)

04/2022 – 08/2022

- Led my colleagues team marketing to do creative proposals for applying to new jobs.
- Automated marketing KPI reporting using Google analytics and Google sheets.
- Supported marketing team by writing strong keywords for some websites.
- Improved website presence by studying its weak and strong points.
- Structured and developed a marketing strategic plan used to analyze 3 competitors and study 3 social media platforms.

Digital Marketing Specialist, SEYAQ

04/2021 – 2/2022

- Design and develop digital marketing campaigns across multiple channels, including email, social media, and paid advertising.
- Use analytics and tracking tools to measure the success of marketing campaigns and make data-driven decisions.
- Work closely with clients and internal teams to understand their needs and develop effective marketing solutions.
- Develop and execute social media advertising strategies, including targeting, messaging, and budget management.

COURSES AND CERTIFICATIONS

Digital marketing , Google	02/2021 _ 03/2021
Digital marketing , Digiway	07/2022 – 09/2022
Advanced digital marketing , Business and technology incubator (Bti)	08/2022 – 07/2023
virtual jobs training, Education For Employment (efe)	01/2023 (85 hours)

EDUCATION

Bachelor of Business Administration , University of Palestine, Gaza Strip - Palestine	09/2016 – 07/2021
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ADDITIONAL INFORMATION

Languages: Arabic - Native, English - Conversational

Hobbies : writing and sport.