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Amr Haddad

I am a marketing professional, qualified in Digital Marketing. I have great multi-channel (SEO, PPC, Email, Social Media, CRM and CMS) tactical and strategic marketing experience, well versed in both modern (digital) and traditional marketing methods and technologies. I am reliable, always striving to progress within my field.

EXPERIENCE

Eco Boilers Grant - Content Creation and SEO specialist.

November 2023- Current.

Content Creation for blogs and websites.

On Page and off Page SEO

HX5 Encrypted - Marketing Specialist

August 2023- November 2023

- Content Creation for the website blogs.
- LinkedIn Ads and reaching out to potential customers.
- Google ads and Analytics. Creating different campaigns and analyzing them.
- Creation of different media and supervising the outsourcing efforts of video and media creations.
- Facebook and twitter campaigns.

SELECT DIGITAL AGENCY, Egypt— Marketing Specialist

April 2020 - June 2022

- Carried out market research in preparation for a new app launch
- Set up marketing campaigns on Facebook, Instagram and Twitter
- Created and edited visual content for social media platforms including Instagram, Facebook, twitter •
- Creating and implementing strategic paid ads social media campaigns
- Coordinating with the marketing team and senior leadership to establish a brand identity centered on trust and integrity and ensure alignment with target audiences and core demographics.

SIXT, Egypt — Accounts Manager

August 2019- November 2019

- Managing corporate clients accounts
- Retaining loyal customers through outstanding customer service and management •
- Closely working with the marketing team to implement strategic campaigns
- Collaborating with internal marketing team members and partners on marketing strategy.

ABOU GHALY MOTORS, Egypt— Junior Sales Consultant

July 2019 - August 2019

- Assisting and serving clients in the Alfa Romeo & Jeep showrooms
- Carrying out consultations, advising clients based on their criteria and needs. •
- Managing clients accounts, ensuring to follow up and generate more leads.

SKILLS

- Digital Marketing
- Accounts Management
- Social Media Marketing
- Content Creation
- Local and international SEO
- Data Analysis & Analytics
- Paid advertising management
- Market research and strategic planning
- Photoshop
- Microsoft Office
- Fluent english language & writing
- Fluent Arabic language & writing
- Lead generation
- Product research and marketing

EDUCATION

Huddersfield University, Huddersfield — Masters Degree in Digital

Marketing September 2022 - September 2023

- Marketing for Social Impact
- Digital, Social and E-Commerce Marketing
- Strategic Brand Management
- Effective and strategic digital marketing implementations
- Data Visualization for Business Analytics
- Qualitatively Based Marketing Insights
- Experiments and Causal Methods for Business Insights

American University, Egypt, Cairo — Bachelor Degree in Political

Science February 2014 - February 2018

- Developed the ability to evaluate and synthesize information from diverse and reliable sources -

Conducting political science research

- Gathering and collecting data
- Developing research questions
- Developed well written content and politics based arguments based on evidence.

Arab Academy For Science And Technology, Egypt—

Business January 2012 - December 2014

- Business management
- Business theories
- Strategic business techniques and implementations
- Business structure

REFERENCES

Available upon request