

Zaher Abd Elhamid

Marketing Manager - creative director

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Profile

Innovative Digital Marketing Manager with 5+ years of experience managing online marketing campaigns and leading cross-functional teams. Skilled in developing integrated marketing strategies that drive brand awareness, engagement, and conversions. Regularly exceed performance targets and possess advanced analytical and problem solving skills. Adept at leveraging cutting-edge digital tools and platforms to achieve marketing objectives, I have long experience in videography, editing, design and media production, expert in solving technical problems and dealing with automation solutions.

Areas of Expertise

Content Marketing - WordPress - Content Strategy - SEO - Data Analysis - Visualizing with Advanced Charts - Social Media M - CO Marketing - User Experience - Digital Strategy - Campaign Management - Lead Generation - Video shooting - Reels content creator - Video editing - Graphic Design - Voiceover - Advertisement

Professional Experience

Digital Marketing Strategist Manager, ([Travel link relocation](#)) **WTC, Dubai** 02/2023 - present

- Developed strategic plans for campaigns across email, social media, SEO/SEM, and display advertising techniques.
- Developed and implemented digital marketing strategies that generated over \$900,000 in revenue in 2023
- Oversee the execution of , SEM, social media, and display advertising campaigns, achieving a 14% decrease in cost per acquisition

Voice-over ([media-alacarte](#)) **Abu Dhabi, UAE** 03/2018 - project

- Coordination of an audio advertising campaign
- Recording a voice over advertisement in classical Arabic
- Highlighting the advertising partner's brand in the audio project

Digital Account Manager - AN, ([sutrastores](#)) **Egypt, remotely** 04/2023 - 07/2023

- Implemented promotional activities such as re-targeting campaigns for e-commerce businesses.
- Monitored the performance of PPC campaigns through Google Adwords.
- Managed and optimized PPC campaigns, resulting in a 5% increase in click-through rates

Digital marketer / content creator, ([golden falcon](#)) **Egypt, Damietta** 06/2017 - 2/2021

- Photography and content creation
- Creating marketing campaigns and targeting a segment of potential customers
- Increase brand awareness Highlighting product details by shooting videos and photos
- Increase brand awareness

Marketing Coordinator, ([elmenus](#)) **Egypt, Al maadi** 05/2022 - 10/2022

- Designing posts and flyers for social accounts
- Analysis of sub-campaigns in meta - for partners
- Customer feedback model analysis - application

Online Courses & Certifications

- Programming Hub Certifies - Digital Marketing (Sep. 2023) - [programminghub](#)
- itida tiec - innovegypt program (OCT. 2022) - [itida tiec - innovegypt](#)
- Meta - Marketing Analytics Foundation (Sep. 2023) - [Coursera](#)
- Foundations of Digital Marketing and E-commerce Google Analytics - (Sep. 2023) [Google, Coursera](#)

Education

BSc Computer Science - Administrative Information *King Marriott Academy - KMA Alexandria, Egypt* 2016-2020

Relevant Courses: Software and Hardware, Data Visualization, Business Intelligence, Digital Marketing, Time Series Analysis & Forecasting.

Skills

- **Data Visualization:** Presentation programs/media industry tools
- **Digital Marketing:** Project Management, Social Media Optimization, Content Writing, Campaign Analysis & Reporting, PPC & SEM Strategies, Conversion rate optimization (CRO), PPC advertising
- **Software:** Project (MSP), Adobe, Audition, Canva expert, Google Cloud Platform , All software skills
- **SEO:** Google Search Console, Analytics, Looker Studio, Trends, Screaming Frog, SEMrush, Ahrefs, WordPress , more+
- **Soft Skills:** Presentation, Professional videography, Graphic Design, Dealing with sound, lighting and photography equipment professionally, Voiceover, Planning, Organized, Creative Problem-Solving, Solve technical problems , Professional dealing with networks and computers, Teamwork, Active Listening, Adaptability, Analytical Thinking

Languages

- **English** [Good]
- **Urdu** [Basic] - learning
- **Arabic** [Native]