

CV

ALAA AL-ABED ABU AMER

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Personal information

- **Date of Birth:** April 6th, 1989.
- **Gender** Male.
- **Marital Status:** Married.
- **Nationality:** Palestinian.
- **Place of Birth:** Algeria.

Objective

TO OBTAIN A CHALLENGING POSITION WHERE I CAN MAKE USE OF
MY SOLID EDUCATIONAL BACKGROUND AND PERSONAL SKILLS, AND
PROVIDE BENEFITS TO MY WORKPLACE CONSEQUENTLY.

Education

- 2015 - 2018 ISLAMIC UNIVERSITY - GAZA, PALESTINE,
DEVELOPMENT ECONOMICS,
MASTER'S DEGREE
- 2006 - 2010 AL-QUDS OPEN UNIVERSITY, GAZA, PALESTINE,
ADMINISTRATIVE AND ECONOMIC SCIENCES FACULTY,
BUSINESS ADMINISTRATION (BA).
VERY GOOD GRADE.

Experiences Work

- Jan.2013- Sep.2021** **Deputy Director of Marketing and Public Relations and Director of Digital Marketing**
at Bashir Siksik Company, Gaza, Palestine
- Training and development
 - Training on Customer Service
 - **project coordinator "customers service program"**
 - **Electronic Marketing.**
Administration of website, Social media, Database, Mails,SEO, SMS,Management applications ios,android and (Wall and radio Advs)
 - Reporting.
 - **Managing the social media.**
 - **Preparing the Campaign proposals and reports for clients.**
 - **Managing the paid online advertisement on Social media and others.**
 - **Setting the client's strategy for 2020.**
 - **Creating Campaign Concepts.**
 - **Developing and implementing action plans for Clients.**
 - **develop and manage a database of received calls and complaints**
 - **analyses and present a summary of received data**
- Sep.2020 – Aug.2021**
 - Instructor in University of the People,(American university).
 - Teaching some courses (business administration, marketing, economics ,digital marketing).
 - Developing and writing Cours materials Entrepreneurship 1 +2
- Oct.2010- Oct.2011** **AL- ALQUDS OPEN UNIVERSITY, GAZA, PALESTINE,**
[Best Student Program]
- Admission advisor.
 - Public Relations.
- May.2009- Jan.2010** **ASSOCIATION OF JUNIOR COLLEGE GRADUATES , GAZA, PALESTINE,**
- Projects writing.
 - Administration.
- Apr.2009- Oct.2009** **PALESTINIAN CHILD SUPPORT SOCIETY , GAZA, PALESTINE,**
- Administrative Assistant.

Trainings

Mar.2014 Apr.2020

Bashir Siksik Company, Palestine,

- Siksik training company staff Social Marketing Skills.(120Hrs)
- customer service skills.(60Hrs)

Courses

Jun. 2015

Board of International Trainers in USA,

- **International Diploma in Professional Training – IDPT Principles of Training , Training Need Analysis (TNA), Attributes & Skills of a Successful Trainer Training Methods & Techniques,Patterns of Trainers & Ways to Deal with Them Presentation Skills,Preparation of Training Packages,The Way to Professionalism and Marketing the Trainer,Evaluation of Training Process.(70Hrs)**

Apr. 2015

HP LIFE e-Learning courses

- **Social media marketing** above participant actively engaged in an exploration of a range of social media marketing campaigns and learned how to create a Facebook ad to target customer (1Hrs)
- **Selling online**, the above participant actively engaged in an exploration of how to create an effective online product listing, take and edit digital photos to post products in an online marketplace, and choose the best online sales site(s) to sell the participant's products(1Hrs).
- **Effective presentations**, the above participant actively engaged in an exploration of how to create a presentation that is tailored to the participant's audience and how to create a PowerPoint presentation that visually conveys the information that the participant intended to present(1Hrs)
- **Business email**, the above participant actively engaged in an exploration of basic email concepts, such as writing a professional email, the basic elements of an email, how to address an email, how to attach to an email, and how to create an email signature(1Hrs)

Apr. 2014

AMIDEAST,Gaza ,Palestine ,

- **English Course using Conversation, grammar, listening, writing (60Hrs)**

Nov. 2013	Paltrade ,Gaza ,Palestine ,	• Marketing Course using social networking, the business sector (36 Hrs)
Sep. 2012	OICC ,Gaza ,Palestine ,	• ICT Entrepreneurship TeamStar (60 Hrs)
Sep. 2012	SEC,Gaza ,Palestine ,	• Strengthen Management skills in the field of Entrepreneurship course (77Hrs)
Apr. 2012	Unit One ICT,Gaza ,Palestine ,	• Completed successfully Certificate for Online Marketing course (32 Hrs)
Mar. 2012	Unit One ICT,Gaza ,Palestine ,	• Completed successfully Certificate for Arabic Content Development course (32 Hrs)
Jan. 2012	Unit One ICT ,Gaza ,Palestine ,	• Completed successfully Certificate for Web Development course (32 Hrs)
Apr.2011	AL- ALQUDS UNIVERSITY,Abu Dis ,Palestine ,	• International Certificate for Computer and Internet [IC3] (36 Hrs)
Mar.2009-Apr.2009	EGYPTION ARAB LAND BANK, Regional Center, Palestine,	• Training in Current Accounts Department

Skills

Computer Skills

- Perfect knowledge of using **Versions of Windows**
- Good knowledge in the management of web pages
- Good knowledge of using **Photoshop**.
- Good knowledge in the management of **ios,android**
- Good knowledge of using **Scanner**.
- Excelent knowledge in **Electronic Marketing**.
- Excelent knowledge using **Social Media sites**.
- Very Good knowledge **Internet skills**.
- Very Good **knowledge of SPSS**
- **Typing speed** 60 wpm
- Experience of data analysis and database management
- excellent writing skills for correspondence, reports and/or briefs

