



Ahmed Aburokba

Digital Marketing Manager

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Turkey / Qatar

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Creative Digital Marketing Manager with extensive experience in developing data-driven marketing campaigns and strategies, successfully managing marketing teams, and monitoring performance of the campaigns. Certified Marketing Management Professional with excellent communication/leadership skills, great time management abilities, and strong attention to detail.

WORK EXPERIENCE

DIGITAL MARKETING MANAGER

WeDeliver Logistics

02/2020 - 09/2021

Remotely

WeDeliver provides the best logistics and last-mile delivery services for eCommerce businesses in Saudi Arabia and other emerging markets

Achievements/Tasks

- Managed and coordinated a team of 8 employees.
- Ensuring targeted segmentation of the company's customer database.
- Planning and executing web, email, and social media advertising campaigns.
- Monitoring social media channels for trends and opportunities.
- Translating clients' goals and objectives into actionable and measurable digital marketing programs.

DIGITAL MARKETING MANAGER

Orfali Group

08/2019 - 09/2020

Istanbul, Turkey

Achievements/Tasks

- Planning and executing web, email, and social media advertising campaigns.
- Using quality content and technical optimization to drive SEO.

DIGITAL MARKETING MANAGER

Fanar Realty

10/2018 - 08/2019

Istanbul, Turkey

Real Estate marketing agency

Achievements/Tasks

- Driving large-scale, direct-response customer acquisition initiatives.
- Using quality content and technical optimization to drive SEO.
- Planning and executing web, email, and social media advertising campaigns.

DIGITAL MARKETING MANAGER

Mezian

08/2014 - 10/2018

Gaza, Palestine

Digital Marketing Agency

Achievements/Tasks

- Digital marketing team leader
- Create and monitor Bid strategies, split testing, scaling in Google ads, FB ads, Snapchat ads and native ads.
- Managed SEO, copywriting and Content creativity.
- Created digital marketing plans: Market, customer, competitor analysis.

SKILLS

On Page SEO

Digital Advertising

Off Page SEO

Content Marketing

Email Marketing

PPM

PPC

Social Media

Mobile Marketing

Marketing Automation

bitrix24

Sales Funnel Marketing

Copywriting

Google Analytics

Google Webmaster Tool

Ahrefs

MOZ

Majestic

Photoshop

Mailchimp

Voluum

ZOHO CRM

ACADEMIC QUALIFICATIONS

BA degree in English literature

QOU Palestine

09/2011 - 05/2015

VOLUNTEER

AMIDEAST (06/2018 - 09/2018)

Freelance work Trainer

Gaza Sky Geeks (01/2017 - 04/2017)

Freelancers mentoring

LANGUAGES

Arabic



English

