



MOSTAFA M. TABASY

DIGITAL MARKETING SPECIALIST

Objective

It is my ambition, creativity, and capability that drive me, and I am seeking a role in which I can utilize my skills and expertise to benefit your organization and establish a rewarding career. I am eager to learn and grow in a competitive and challenging work environment.

Summary

Highly skilled and results-driven digital marketing specialist with 3 years of experience, and a proven record in developing and executing successful campaigns across various channels, including social media, email marketing, and SEO.

Proficient in utilizing analytics tools to track and measure campaign performance and make data-driven decisions. Strong communication and collaboration skills, with the ability to work effectively with cross-functional teams.

CAREER HISTORY

Paid Ads Specialist (Part-Time)

Soholat El-Wosol | 8/2022 - Present, Remote

Responsible for creating and optimizing social media and google ad campaigns for charities (company clients).

Responsibilities:

- Implement websites, and social media auditing to develop the best marketing strategy and ad campaign plans.
- Conduct market research and competitive analysis to provide recommendations for campaign strategy.
- Creating ads plan according to the goals and budget.
- Conducting market research and providing recommendations for campaign strategy.
- Implementing and running ad campaigns on social media and google to collect donations for charities projects.
- Cooperate with writers, designers, and video editors to create appealing written and visual pieces of content.
- Utilized analytics tools such as Google Analytics to track campaign performance, do data-driven campaign optimizations, and provide regular reports to managers.

Personal information

Name

Mostafa M. A. Tabasy

Birthdate

12th October 1992

Gender

Male

Residence

Abo-Josif Al-Najar St, Rafah
City, Palestine

Nationality

Palestinian

Languages

Arabic (Native) ★★★★★

English ★★★★★

German ★★★★★

Contact

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Competences

- ✓ Excellent understanding of SEO, PPC and CRO.
- ✓ Proven knowledge of social platforms and how they work.
- ✓ Identifying trends and insights relevant to a campaign.
- ✓ An understanding of online tracking technologies.
- ✓ Experience across content management systems like WordPress and stores like Salla Zid etc.
- ✓ Excellent planning and organisation skills

Digital Marketing Specialist

Self Employed | 1/2020 - Present, Freelance

Doing online marketing (ads, SEO, SEM, etc) for my clients websites and businesses.

Responsibilities:

- Conduct competitive analysis to provide recommendations for campaign strategy.
- Develop and implement comprehensive performance ad campaigns and social media strategies for clients in various industries, resulting in significant increases in website traffic and online sales.
- Manage social media accounts for clients and schedule engaging content that increases follower growth.
- Conduct an SEO audit, and keyword research and implement on-page and off-page SEO strategies to improve search engine rankings and drive organic traffic.
- Utilize analytics tools such as Google Analytics, Hootsuite, and buffer to track ads campaigns, SEO campaign performance, and social media growth to provide regular reports to clients.
- cooperate with writers, designers, and video editors to create appealing written and visual pieces of content.

Digital Marketing Intern

eGA Academy | 1/2019 - 11/2019, Remote

Responsible for assisting digital marketing efforts and providing guidance to trainees as they work through any challenges they may encounter.

Responsibilities:

- Assisting in the development and implementation of marketing strategies to attract new students and promote the academy's courses.
- Assisting in the analysis of data to track the effectiveness of marketing campaigns and identify opportunities for improvement.
- Collaborating with the sales team to assist in the development and execution of lead-generation campaigns.
- Managing the academy's social media accounts build a strong online presence.

Education

2010 - 2015

B.Sc. Degree in civil engineering

Islamic University , Gaza

Grade very good (83.26 %)

2009 - 2010

High school

High school, Bear EL-Sabaa secondary school , Rafah

Grade excellent (91.7 %)

PERSONAL SKILLS

- ✓ High levels of energy and stamina.
- ✓ Able to handle stressful situations
- ✓ Having an honest and open dialogue with clients
- ✓ Ambitious and driven to succeed
- ✓ Eager to learn
- ✓ Have analytical mindset

Course

6-2022 - 10-2022 **DIGITAL MARKETING SPECIALIST**

Gaza Sky Geeks (70 hr), Gaza

The course is about paid ads on social media and google and how to use analytics and google tag manager in campaign tracking.

8-2021 - 2-2022 **SEO & FREELANCING**

BTI (70 hr), Gaza

The course is about SEO and how to improve website ranking by using On-page and Off-page SEO techniques and there was a freelancing course after the technical training.

8-2018 - 12-2018 **ECOMMERCE AND DIGITAL MARKETING**

eGA Academy, Gaza

Course about Shopify dropshipping and digital marketing to market dropshipping stores on social media and google.

References

Available upon request