

Contact

0597574171 (Mobile)
huthai.mady@gmail.com

www.linkedin.com/in/huthaifa-mady
(LinkedIn)
tech-mady.blogspot.com/
(Company)
mtech-store.com/ (Company)
mady1992.blogspot.com/ (Blog)

Top Skills

Search Engine Optimization (SEO)
Social Media Marketing
Social Media Optimization (SMO)

Languages

English (Professional Working)
Arabic (Native or Bilingual)
Hebrew (Elementary)

Certifications

SEO Certification by MOZ
Optimizing AdSense
Digital Marketing - Managing paid
digital campaigns
Experience certificate - Qatar
Karate Shotokan 2 Dan

Huthaifa Mady

Senior Full-Stack Digital Marketer (Employable)
Palestinian Authority

Summary

+8 years in Digital Marketing Industry. In SEO, i have a partnership with Google by Google AdSense Program through two blogs (Mady Blog & Mady Tech). In Digital Marketing, i developing my experiences as a General Manager of (Mady Tech - Information Systems & Digital Marketing) Projects, Director Manager in E-Commerce Website (Mady Store - Smart & Electronics Devices) By employing my experiences and skills in real projects.

I got several jobs in this field as a Web master, Search Engine Optimization, Social Media Marketing at Safarway, Growth Hacker at MaktApp Cloud Solution, Sales & Online Marketing in Zaytona ISP, SEO Specialist & Social Media Marketer at Blue Technology & Development.

As a freelancer, i worked for Marketing Agencies specializing in this field : 16O2 Online Advertising - Sales & Marketing, Amazing Partners - Social Media Marketing, E-Marketing Team - SEO & Creative Content.

I studied Computer Information Systems in Al-Quds Open University. My graduation project was in the field of computer accounting systems, developed by .NET Framework from Microsoft Technologies.

Have certificates from Google & YouTube, hp-life, MOZ, EDRAAK, strong knowledge and skills in data analysis, Content Writing, Programming, Designing, Video Production and more.. ,,

Experience

Self-employed
Founder and CEO
May 2012 - Present (8 years 6 months)
Ramallah

* Long Term Projects :

1. Business Project & Blog (MadyTech) | <https://tech-mady.blogspot.com/>
2. Community Blog (MadyBlog) | <https://mady1992.blogspot.com/>
3. E-Commerce Website (MadyStore) | <https://mtech-store.com/>

iRestWEB

Digital Marketing Executive

September 2019 - June 2020 (10 months)

Ramallah, West Bank

All Digital Marketing Activities :

* Digital Marketing Plans & Strategies

* Search Engine Optimization

Carrying out all the tasks necessary to archive customer sites:

- SWOT analysis of the site
- Keyword Research
- Analyzing competitors
- Technical SEO
- Internal SEO
- External SEO
- Reports and results

* Search Engine Marketing

launch paid advertising campaigns on the landing pages of customer sites:

- Keyword research via Google Ads
- Development of targeted landing pages (structure, speed, content, call-to-action, linking with Google Analytics, reports of results, number of registered customers)
- Internal Content Development
- Reports and results

* Social Media Management

develop customer accounts on social media :

- SWOT analysis of social media accounts
- Determine the business strategy and implementation plan
- Implementation of business plans, including processes (creating content for publications, writing a video script, creating content for graphic designs, scheduling and publishing using the Hootsuite tool)
- Managing the dialogue and responding to customer messages and transferring them to the sales department, responding to customer comments, and writing to the concerned department with their requests.
- Measure results and develop action plans according to analyzes

* Social Media Marketing & Advertising

Carry out all the tasks necessary to prepare and launch advertising campaigns through social media,

- Defining the goals of advertising campaigns, determining the identity of the target audience, creating advertising content from
- Implementing campaigns on (Facebook Ads Manager, Instagram, Twitter, LinkedIn)
- Measuring results, developing advertising plans

Also:

- * Webmaster & Websites Management
- * Content Writing & Development
- * Email Marketing
- * Video Marketing

Sample projects :: (iRestWEB / Platformsfx / Trsutcards .. and more)

** Notes : Documentation of achievements and business results is available for projects.

SAFARWAY

Digital Marketing Manager

July 2018 - September 2019 (1 year 3 months)

Ramallah

SafarWay is a new startup in tourism in Ramallah. My duties will include planning, implementing, and monitoring digital marketing campaigns across all digital networks.

>> My responsibilities:

- Digital Marketing General Plan (Web , Search Engine , Social Media , Email Marketing and more..)
- Plan of Search Engine Marketing (SEM)
- Plan and implement SEO for website (SEO Technical)
- Do All (Keywords Global Research) in Arabic & English Languages.
- Marketing Plan for Social Media Platforms (SMM)
- Research & Collecting Data for Website's industry from many web resources.

>> Other Projects:

(Safe4Traders)

Financial Company ,Was founded in 2014. Work hard and monitor international investment companies and gather all kind of information about positive and negative services provided by these companies.

>> My responsibilities:

- Design & Develop General Marketing Plan
- Do All (Keywords Global Research) in Arabic & English Languages.
- Do All Search Optimization Activates (On-Page) Like (Content Development, Title & Description, Site Structure Maintenance, Archiving Pages in SENGs. (Off-Site) Like: (Publishing Content, Website's Ranking, Keyword Ranking, External Links Building, Increase Online Brand Awareness).
- Design & Develop (Social Media Marketing) Plan. Included, Social Media Content Creation & Publish, Social Media Advertising on multiple platforms Like (Facebook Business Manager, Instagram, Twitter).
- Help Designers Team to create creative graphic designs for Posts & Ads.
- Use Photoshop & illustrator to modified & develop designs.

Zaytona ISP

Sales & Online Marketing Specialist

August 2017 - October 2018 (1 year 3 months)

Ramallah

Offer and sell services to potential telephone subscribers by giving them complete information about the company and services provided, meeting their needs and ensuring satisfaction with the level of service provided.

* My tasks and responsibilities:

- Communicate with customers to view and market the services and offers offered.
- Offer services to potential customers and fully clarify them.
- Explain the advantages and use of the service and highlight the qualities and benefits.
- Provide a full explanation about the service and open a new subscription to the customer, provide him with information and places of payment approved, follow up with him to ensure the quality of service and payment of bills due.
- Achieve monthly sales targets periodically and permanently

* My tasks and responsibilities in the field of digital marketing:

- Providing the company page with high quality graphic designs
- Design and production of promotional video animation company with suspension and audio editing, script writing and output.
- Design and management of a campaign for West Bank cities (Ramallah, Hebron, Nablus, Bethlehem, Tulkarm)
- Designing banners and issuing reports on the amounts paid and the results achieved
- Follow up the old and new customers through the page and conversation application on it's website.

* Qualifications and skills

- tact in dealing with others.
- Ability to learn and understand.
- Ability to use sales management systems and follow-up subscribers efficiently and quickly and accurately.
- High skill in using Microsoft Office package
- High communication and negotiation skills.
- Ability to supply and persuasion.

- Ability to work independently, taking into account the accuracy of work.
- Flexibility to work in different shifts and bear pressure.
- Working within the sales team, cooperating with technical support teams and customer services

maktApp

Digital Marketing & Growth Hacker

March 2018 - August 2018 (6 months)

Ramallah

Develop e-marketing strategies and build an integrated general plan to achieve the company's long and near-term objectives, establishing and managing the company's digital content, organizing and planning online advertising campaigns and following up on their implementation, issuing reports, analyzing data and extracting results.

Duties and Responsibilities

- Manage the strategy and setup of all paid campaigns
- Measure and optimize our paid marketing using vendor-specific
- Dashboards, Google Analytics, and marketing analytics reports
- Support the maintenance of data quality and segmentation
- Improve PPC performance, manage spend and launch effective campaigns
- Focus on the planning, strategy, execution, optimization of PPC advertising and its alignment to SEO in support of lead generation for key segments.
- Monitor demand programs with Head to recommend changes and improvements for increased demand.
- Craft landing pages and lead generation forms for content to distribute through relevant paid program
- Manage various email campaigns, including the template designs, call to-action and content used in our email sends
- Segment lists based on behaviors like past email engagement and website interactions (downloads, site page visits, etc)

Skills & Qualifications

- Using different channels to generate leads. Like Social Media, SEO, Online Paid Advertisements, Email Marketing, Digital Communications/Marketing, and other channels.
- Advertisement on LinkedIn, Facebook, Google Ads and/or similar platforms.
- Data Analysis and A/B Testing and channels optimization.

Skills and experience used

>> Internet Marketing > Search Engine Marketing

16O2 Online Advertising

Sales And Marketing - Freelance

August 2017 - September 2017 (2 months)

Ramallah - Alquds Street

* Marketing and Sales Tasks

- Telephone marketing
- Interview with Clients
- Organizing the dates of contacts and interviews
- Completion of contracts and receipt of money
- Content Creation for Company's Website (English & Arabic)

amazing partners - creative media house

Social Media Marketing - Freelance

May 2017 - June 2017 (2 months)

Ramallah

* Management Facebook Client's Pages by :

- Update Facebook Profiles
- Content planing, creation, development & publishing
- Create creative ads, drive and managing sponsored campaings
- Interview with Company's Clients
- Collaborate with the designer and film director in producing creative content
- Using Facebook Business Manager
- Using Photoshop & Illustrator to create and modify Client's Desinges
- Using Camtasia Studio 9 to produce promotion videos

Blue Technology and Development

SEO & Online Marketing Specialist

August 2016 - March 2017 (8 months)

Ramallah , Al Birah

- Search Engine Optimization LIKE :: (Shasha News, Raya Fm , Ramallah News , Palweather..)

- Social Media Marketing, Social Media Management LIKE :: (Ahmad Tea, Five Stars Sport Arts)
- Development E-commerce Websites - Core Business LIKE :: (kstna.com / lazmak.com).

Tawazon Academy Of Sport Arts
 Founder Partner & Director Manager
 May 2015 - June 2016 (1 year 2 months)
 Palestinian Territory - Ramallah

Director (Administration, planning, marketing, sales) , Information Technology Officer (programming, design, maintenance and technical services, Producing videos and photography)

Freelancing Team
 SEO & Online Marketing Specialist
 July 2014 - July 2015 (1 year 1 month)
 Ramallah

Excel Workbooks Design , Social Media Marketing , Translating , Writing & Editing , Search Engine Optimization , Market Research , Creative Articles , Editing and publishing websites , E-marketing on forums , Production design and marketing videos , Writing marketing content for companies

Our Portfolio : <https://mostaqi.com/u/Alwehda92/portfolio>

Tawazon Academy for Karate
 Digital Marketing Specialist
 January 2008 - May 2015 (7 years 5 months)
 Ramallah, Bir Nabala

, Secretary , Admin at Pages's Academy like (facebook/twitter/google+/ arabic and foreign forums accounts) , Videographer , Produced and directed educational videos , manager at Tawazon's Academy Channel on youtube .

Raghad Super Market
 Director Manager
 February 2011 - April 2014 (3 years 3 months)
 Beitunia

Supervisor to do administrative work: (purchases, sales, management accounts, customers, suppliers, inventory management, organization of the annual inventory) and business executive and artistic: (cleaning, arrange the goods on the shelves, decoration, management presentations, advertising and promotion).

Super Star for Electronics and General trade
Maintenance Technician
January 2010 - January 2011 (1 year 1 month)
Ramallah

Computer Software, Hardware , Mail and cargo transport between the company and other companies, Participation in the work of cleaning and maintenance.

Education

Al-Quds Open University
Bachelor's Degree, Computer Information Systems · (2013 - 2017)

Mogtarben School
· (2005 - 2010)