

Bakeer N.Alrayyes	
Curriculum Vitae	
	
Profile:	
ALRAYYES holds a master degree business administration specially in marketing; he works as a Professional Consultant and Trainer in the field of Digital Marketing - He works as a social media consultant for a number of international and local institutions. - He lectured more than 10,000 hours of training in different topics: life skills, marketing, public relations, advocacy and mobilization of public opinion. He worked in the private and non-profit sectors. He also worked as a marketing consultant for a number of companies in the private sector; he developed marketing strategies to build a private mental image. He lectured more than 1,000 hours by using social media in advocacy & lobbying and providing advisory services, especially in the field of grassroots empowerment and supporting activities for the vulnerable groups in society. He also published more than 8 specialized manuals in the field.	
Education profile:	
☐ Project management professional (PMP)® – PMI institute ☐ International Diploma in Project Management Certified by the International Finance Corporation (IFC) - World Bank. ☐ Master of Business Administration (Marketing), Faculty of Commerce, The Islamic University, Gaza- Palestine, ☐ Bachelor of financial accounting, Faculty of Commerce, The Islamic University, Gaza- Palestine, ☐ Bachelor of Business Administration, Faculty of Commerce, The Islamic University, Gaza- Palestine.	
Professional Experience:	

digital marketing freelancer manger 2012 – Now

- Developing strategies to drive online traffic to the company website.
- Tracking conversion rates and making website improvements.
- Developing and managing digital marketing campaigns.
- Utilizing a range of techniques including paid search, SEO and PPC.
- Overseeing social media strategy for the company.
- Managing online brands and product campaigns to raise brand awareness.
- Managing the re-design of company website.
- Improving the usability, design, content and conversion of the company website.
- Responsibility for planning and budgetary control of all digital marketing.
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of digital marketing.

Digital marketing Supervisor – Mersal for logistic 01/01/2018 – 30/04/2018:

Main Job Duties:

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Collaborate with agencies and other vendor partners
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

01/01/2016 – 30/12/2017:

Main Job Duties:

- Develop a website traffic plan and create goals and benchmarks to meet
 - Generate monthly reports on our marketing campaign's performance
 - Optimize website and social media channels for SEO as well as usability
 - Manage art and copywriting professionals (outsourcing where needed)
 - Analyze key metrics that unit our website traffic and our service quotas
 - Partner with advertising and media specialists to increase marketing results
 - Develop, evaluate and oversee the implementation of A/B testing protocols and procedures
 - Manage all aspects of marketing operations, including key personnel
 - Communicate with our President and Vice President about marketing goals and results
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Marketing consultant – Net Stream Technology 01/04/2012 – 30/12/2015:

Main Job Duties:

- Participating in the development of marketing researches & marketing plan.
 - Development of marketing management and business development activities.
 - Designing and ensuring the implementation of capacity building plans.
 - Developing of templates and forms for companies and working activities.
 - Developing of distribution system services for the company.
 - Continuous evaluation for the commercial department performance in the company.
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Customer Service Representative- utopia company for training and information technology _ 01/01/2010 – 30/03/2012:

Main Job Duties:

- Attracts potential customers by answering product and service questions; suggesting information about other products and services.
- Opens customer accounts by recording account information.
- Maintains customer records by updating account information.
- Resolves product or service problems by clarifying the customer's complaint; determining the cause of the problem; selecting and explaining the best solution to solve the problem; expediting correction or adjustment; following up to ensure resolution.
- Maintains financial accounts by processing customer adjustments.
- Recommends potential products or services to management by collecting customer information and analyzing customer needs.
- Prepares product or service reports by collecting and analyzing customer information.
 - Contributes to team effort by accomplishing related results as needed.