

Waseem B. Ayes

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Address: Nasser St., Gaza City

Qualifications

Bachelor Degree in (Management Information System)

Work experience

Alugha GmbH

16 June 2021 — 02 March 2022

Digital Marketing Specialist

Main duties:

- Research advertising trends.
- Developing and implementing a digital marketing strategy.
- Creating visual concepts for promotional activities.
- Managing the digital marketing calendar.
- Research competitors' pricing and products.
- Decide on appropriate placement of ads.
- Managing the digital marketing calendar.
- Maintaining the online presence and reputation of the company.
- Overseeing the creation and maintenance of social media content.
- Determine what content will reach customers.
- Develop projects to create content.
- Publish digital marketing content online.
- Implement email marketing campaigns.
- Tracking digital marketing performance.
- Creating and updating digital marketing reports.
- Overseeing the digital marketing budget.

Aqarati.com/Aqaratdubai.ae

05/2021 — 10/2021

Quality Assurance & Manual Tester

- Tests websites to detect bugs and errors.
- Testing web pages design and functionality to make sure it's compatible and functional with all types of devices.
- Check whether a product complies with the requirements.
- Writing and executing test cases to detect usability and performance issues.
- Conducting exploratory testing – simultaneous test design and execution.
- Verification of multi-device and cross-platform consistency (software works on different devices and browsers).
- Creating detailed reports and listing improvements.
- Participation in test planning meetings and providing feedback to the testing team.

Niche Perfumes

02/01/2021 — 12/06/2021

SEO Specialist

Main duties are:

- Monitoring search algorithms set by search engines to keep up with changes in the SEO landscape
- Provide SEO analysis and recommendations in coordination with elements and structure of websites and web pages

- Developing and integrating content marketing strategies
- Using social media to distribute content and encourage external sites to link back to the site of the organization
- Monitor and administer web analytics dashboards, reports and key reporting tools, and point out key areas of importance in accordance client goals
- Monitor and evaluate search results and search performance across the major search channels
- Communication to team and management on project development, timelines, and results
- Work closely with the other team members to meet client goals

Motion Way

01/04/2019 — 03/02/2021

Content Writer & SEO

I used to work at (Motion Way) IT Company as SEO Specialist and Social Media, my main duties were to:

- Writing articles, proposals, business plans and scripts for motion graphics videos (Arabic & English).
- Creating social media content plans for different social media platforms.
- Optimizing copy and landing pages for search engine optimization.
- Performing ongoing keyword research including discovery and expansion of keyword opportunities.
- Researching and implementing content recommendations for organic SEO success.
- Developing and implementing effective search engine optimization (SEO) strategies
- Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities
- Managing offsite and onsite optimization projects and reporting on performance

UNRWA

07/10/2020 — 31/12/2020

WordPress Developer

- I used to work with UNRWA as WordPress developer, my main duty were to develop the self-learning content hub (<https://keeplearning.unrwa.org/>) for UNRWA, my main duties were to:
- Implementing the front-end and the back-end of the self learning hub according to the requested functionality and design.
- Adjust and customize the admin dashboard for the end-users (Teachers and other users).
- Add the content and the materials to the website.

MILDAN Real Estate

05/2017 — 05/2020

Content Manager

I have ten years of experience in marketing, and I have spent the last five of those years as a Content Manager. My most recent campaign for Shift ICT. led to an increase of over 35% in inbound traffic for Shift ICT website. Through a combination of creative social media marketing strategies and thorough monitoring of success through media analytics, KPIs, and dashboards, I can assure your company a similar rate of success.

MILDAN Brothers - AQARATI.COM

09/2017 — 06/2018

SEO Specialist - Content Manager

I used to work as SEO Specialist for MILDAN Brothers company. The company is located in Dubai, UAE. My main duties were to take over all SEO (Search Engine Optimization) issues and to increase the rates of the website's SEO scores which will lead eventually to a better traffic to the website.

SEO is a day-by-day work which requires the understanding of the search engines bots and how do they operate and judge the website. This also includes a lot of responsibility for tracking the perfect clients to the website.

Smart for IT

5/2015 — 9/2015

IT Officer

Main Tasks: I used to work for the Company (Smart for IT) as an IT officer, my main duties were to build websites using WordPress CMS. I used to work with a great team of professionals. I got a great experience.

Arkmed (Mashtal) Hotel

17/05/2017 — 03/11/2017

Technical IT Officer

Main Tasks: I used to work as Technician at (AL Mashtal Hotel) in Gaza, my main duties were:

- Managing the Internet connection and Distribution System.
- Setting Up Network Adapters.
- Setting up a live AV connection, such as audio & video input, output, and network streaming.
- Troubleshooting software and hardware issues

Shift ICT

13-01-2017 — 14-03-2017

WordPress Developer

Main Tasks: Earlier, I worked as Wordpress Developer at shift ICT company, my main duties were to customize some WordPress themes to deliver it depending on customers need, also I was customizing some HTML, CSS template into Wordpress theme.

Padeco

03/10/2015 — 23/09/2017

Trainee of Tammayaz

Training program for students of the Universities whom about to be graduated, the period of the program is two years, learning how to build the skills and enhancing the communication skills.

Jawwal Company

7-2014 — 7-2016

Trainee

I was a participant of the Training course from Jawwal Co. for students in the Universities, The Main concentration was on building personalities and training for skills, contacting with customers, selling some products, organizing campaigns and so on.

Utopia

2/2013 — 6/2013

Field Markter

I used to work at UTOPIA company as marketer Employee, my main tasks were to guide the new customers.

Education

English Language

7-2013 — 8-2013

AMIDEAST

I was enrolled in AMIDEAST courses leading to TOEFL, I got the certification of level 10th.

Maintaining Computer (Hardware)

9-2015 — 10-2015

Turkish centre

Computer Maintenance course (40) Hours, Concentrating on the hardware component.

Maintaining Computer (Software)

11-2015 — 12-2016

Turkish center

This course for maintaining Software components of Computers and it's (40) hours.

Android Programming Course

2-2016 — 3-2016

Sketch center

Programming Android Applications course.

IELTS preparation course

7-2015 — 8-2015

Turkish center

This course was a pre-test for applying for the IELTS Exam, I have got 6.5 as a final mark.

Driving License
Nasser Driving School

2011

LANGUAGES

Arabic: Native.

English: Fluent.

Turkish: Intermediate.

Interests

Well, the unusual, weird things interest me, I like to do new things every day, meeting new friends, and having fun. I also love watching movies and playing sports.

References

- Mohammed Antar (+972598270391).
- Isaac Abu Ouda (+972 59-8949478).
- Akram Badah (+972592225791).