

MONA ABUSHAWAREB

DIGITAL MARKETING EXPERT

PROFESSIONAL PROFILE

This is Mona AbuShawareb a creative digital marketer with deep knowledge of audience behavior, tracking and seizing opportunities targeting potential clients, and powerfully lead generation.



FIND ME HERE:

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PROFESSIONAL SKILLS

- ✗ Media Buyer
- ✗ Email Marketing
- ✗ Comparators Analytics
- ✗ Social Media Advertising
- ✗ Search Engine Marketing SEM
- ✗ Search Engine Optimization SEO

ACHIEVEMENTS & COURSES

- SEO technical training, UCAS Technology Incubator 2021, Palestine
- Advanced Digital Marketing Nanodegree, Udacity, Academic Scholarship 2021, Egypt
- Digital. Marketing Technical Training, Gaza Sky Geeks, 2020, Palestine.

EDUCATION BACKGROUND

AL AZHAR UNIVERSITY | PALESTINE

BA of Psychology, Class of 2011

SOCIAL MEDIA ACCOUNT



WORK SUMMARY

SEARCH ENGINE OPTIMIZATION SPECIALIST

Bakier Rayyes - Palestine. | Des 2021 - Present

my responsibilities included:

- Develop optimization strategies that increase the company's search engine results from rankings.
- Research SEO keywords to use throughout the company's website and marketing materials.
- Monitor daily performance metrics to understand SEO strategy performance.
- Update content and website links for maximum optimization and search engine rankings.

EMAIL MARKETING SPECIALIST

Utopia Tech Agency | JUN 2020 - JAN 2021

my responsibilities included:

- Identify target audience and grow our email list.
- Upgrade our email templates using graphics, personalization, and advanced features.
- Create email databases for lead generation.
- Analyze campaign performance and suggest improvements.
- Report on sales revenue generated from email marketing efforts.
- Ensure emails follow industry policies and best practices.

SOCIAL MEDIA SPECIALIST

Social Media Club - Palestine. | Jan 2014 - Aug 2019

my responsibilities included:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging, and audience identification.
- Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action.
- Set up and optimize company pages within each platform to increase the visibility of the company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.