

# MARWAN MAHDY

## DIGITAL MARKETER

### CONTACT

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### SKILLS

- Search Engine Optimization
- Search Engine Marketing
- Digital Marketing Automation
- Analytics and Segmentation
- Web Development
- Photo and video Editing
- Photography and Cinematography
- Leadership
- Fast learning

### LANGUAGES

Arabic: Mother Tongue

Fluency in written and spoken English

Multi-tasking Digital Marketing specialist with more than 4 years of experience. With an adequate experience in analytics and marketing automation. I am always open to new experiences and tackling challenges. Looking to use my skills and experience in building a career in the internet and technology field; while increasing my knowledge in the field of digital marketing.

### EXPERIENCE

#### DIGITAL MARKETER

*Self Employed, October 2018 - Present*

- Managing Online Marketing campaigns and analytics tools for different clients and in different niches
- Managing a team of freelancers that is able to tackle full digital marketing projects. Including Ads, Automation, Content Creation, Design, and development.
- Social Media marketing with online pages moderation
- Search Engine Marketing management including display ads networks and video ads
- Creating, and overseeing the execution of, digital marketing plans and automation scenarios.
- Automating content creation and lead generation on different channels

#### SEO SPECIALIST

*WASILADEV, Cairo, EG / May 2016 – September 2018*

- Managing different websites in different fields and niches.
- Optimizing websites for search engines to boost the website rank and drive organic traffic
- Content creation
- Managing Search Engine Marketing Campaign
- Technical SEO and On-Site optimization
- Off-Site SEO and backlinks creation

#### FREELANCE TRANSLATOR

*GFK GERMANY, Cairo, EG / February 2011 – November 2015*

- Translating Market research documents from Arabic to English and from English to Arabic
- Proofreading translated documents and articles, correcting grammar, spelling mistakes, and sentences structure.