

MARWAN MAHDY

DIGITAL MARKETER

CONTACT

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<https://www.marwan-mahdy.com>

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

EDUCATION

Faculty of Engineering, Cairo University, Mechanical engineering department. 2016

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, December 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

DIGITAL MARKETER

NET TANGERINE, USA - REMOTE / July 2017 – November 2018

- Working exclusively on Cake live streaming app
- Ad creating and management on different social media channels and search engines
- Creating, Monitoring, and Managing digital marketing plans and Ads directed to USA, UK, and Canada.

SEO SPECIALIST

WASILADEV, Cairo, EG / May 2016 – July 2017

- 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