

EHAB MOHAMED

ABOUT

EHAB

I'm Ehab Mohamed, 34 Years old digital marketing expert based in Dubai, UAE. with more than 14 years experience in marketing and advertising field.

My core skills are SEO, Social media marketing, PayPerClick Ads, & Website Management.

I wear many hats; Search engines expert, Social media and Digital Marketing Consultant, but most business leaders bring me in to get their sales moving in the right direction.

I'm a friendly, direct, and honest: I work hard to get the best results for you.

WORK EXPERIENCE

EHAB

2019-2020 Head Of Digital Marketing | EyeConnect LLC.

1 years

The Digital Marketing Arm of Belhasa and Emirates driving institute group

- Manage and Direct the Digital Marketing Team.
- managing the day to day tasks as debty General manager

2016-2020 Sr. Digital Marketing Officer | Emirates driving institute group.

5 years

United Arab Emirates: Dubai - Sharjah.
Saudi Arabia,

- Develop the Digital Marketing strategy
- Develop All Social media plans
- Develop and monitor all Online marketing campaigns budget.
- Design and oversee all aspects of the digital marketing including, define the yearly budget, target audinces, and display advertising campaigns.
- Prepare detailed competitors strategy reports.
- Prepare all digital market studies and SWOT analysis
- Work to increase online registration and online sales, to achive the best ROI.
- Improve a company's organic search results.
- Prepare online Marketing Plan for different products.
- Managing the existing brand's Social Media pages, Twitter, Facebook, Instagram, LinkedIn, Etc ...
- Plan and manage the social media content calendar
- Drive the Social Media strategy across all channels.
- Content creation - writing articles, and material for social media channels in Arabic and English.
- Coordinate with advertising and media experts to improve marketing results.
- Collaborate with agencies and other vendor partners
- Work with marketing team to brainstorm new & innovative growth strategies.
- In charge of SEO, SEM, SMO, and SMM
- Managing all kinds of paid ads, such as Google PPC, Facebook Ads, etc..
- Monitor new development and new opportunities in the online market.
- work in revmap the company websites & the other driving schools websites.
- Ensure websites are filled with optimal keywords.
- Place keywords appropriately in copy to gain most search engine traffic.
- Implement off-page SEO content strategies such as link building.
- Handle day to day online marketing activity.
- Using Google (Analytic - Webmaster) and other measurement tools to provide reports on metrics.
- Prepare accurate reports for marketing campaign's overall performance.

CONTACTS

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SKILLS

- Digital Marketing.
- Social Media Marketing.
- Online Marketing Strategy.
- Search Engine Optimization.
- Pay Per Click (PPC).
- Website Design and management.

CERTIFICATES

- Google Search Ads Certified.
- Google Display Ads certified.
- Google Video Ads certified.
- Google Analytics Qualified.



<https://EhabMohamed.Com>

E H A B M O H A M E D

2014-2015 **Digital Marketing Strategist | The Elite Cars LLC.**

2 years

Suncity motors, Transformer motors, premier car care, suncity general trading

- Review and analyze 5 companies websites for areas that need to improved, deleted, or revised.
- In charge of Companies SEO, SEM, SMO and SMM
- Prepare detailed strategy reports.
- help the sales team to increase online sales and revenue
- achieve a good conversion rate on online sales.
- Improve a company's organic search results.
- Managing all kinds of paid ads, such as Google PPC, Facebook Ads, etc..
- Ensure websites are filled with optimal keywords.
- Place keywords appropriately in copy to gain most search engine traffic.
- Implement off-page SEO content strategies such as link building.
- Handle day to day online marketing activity.
- monitor new development and new opportunities in the online market.
- Prepare the online Marketing Plan for different products.
- coordinate with agencies and suppliers.
- Content creation - writing articles, and material for social media channels
- Managing the existing brand's Social Media pages, Twitter, Facebook, Instagram, Etc ...
- Drive the Social Media strategy across all channels.
- Using Google (Analytic - Webmaster) and other measurement tools to provide reports on metrics.
- Managing online advertising and marketing campaigns & Search engine optimization
- Improving the usability, design, content, and conversion of the brands' website

2013-2013 **Digital marketing specialist | The School of Research Science**

1 years

- Manage and organize the school's website.
- Handle all day to day online marketing activity.
- Prepare the online Marketing plan.
- Coordinate with advertising agencies and suppliers.
- Website content Design and managing, plus handle the other online Content.
- Social media marketing (Website, Twitter, Facebook, Instagram, Pinterest, etc...)
- collaborate with a printing house to Print Out all advertising materials.
- Managing online advertising and marketing campaigns & SEO
- Helping in all Photography and creative tasks for the School



DIGITAL MARKETING

Be found, be profound, Stand out from the crowd using quality content & advanced Digital advertising techniques.



DIGITAL STRATEGY

From an initial idea to launch, I'll help you every step of the way with a user-focused digital strategy organic and Paid.



WEB DESIGN

Delivering your brand image experience by adopting the newest and latest web design technologies and trends with the best UI/UX



Advanced SEO

Advanced search engine optimization tools like Screaming Frog, Site audit, and SpyGlass, takes your SEO experience to the top ranking



Call Me
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Location
Dubai, United Arab Emirates



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