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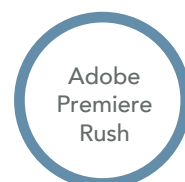
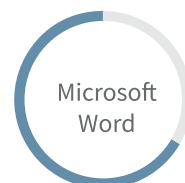
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Work Experience

- **Wolta sahil and motolux - Istanbul/Turkey**
Apr 2020 to Aug 2022
 - Create and manage advertising campaigns in social media.
 - Creating effective social media posts for the company and build a social media presence for it.
- **We are for you (none profit organization) - Amman/Jordan**
Aug 2019 to Jul 2023
 - Volunteering with the organization members to provide orphans with food for iftar in Ramadan.
 - Organising and doing activities for the kids from different orphanages, these activities include entertainment, exercises and learning sessions.
- **Full-Stack Web Development Work Experience**
 - **Udacity - USA/Washington**
Sep 2021 to Dec 2021
 - **Python**
 - **Java script**
 - **HTML**
 - **CSS**
 - **C++**
 - **SQL**
 - **Rust**
 - **Java**
 - **Web architecture**
- **Digital Marketing and Social Media Work Experience**
 - **London business school and BUHI Imports - UK/Manchester**
Sep 2022 to Dec 2022
 - Strategically selecting, prioritizing, and optimizing keywords
 - Effectively allocating a budget to maximize profits
 - Interpreting vanity metrics (impressions and clicks) when evaluating the value of a campaign
 - Effectively organizing, creating, and optimizing search, display (interest-based, remarketing), and shopping ads
 - Calculating and using KPIs, including ROI, and knowing when to prioritize these metrics
 - Utilizing digital tools and tactics to improve campaign performance
 - Performing A/B testing to identify the best approach for retargeting
 - Optimizing landing pages
 - Measuring key performance Indicators for tracking social media marketing success
 - Creating compelling ads for earned, owned, and paid social media marketing
 - Performing demographics targeting to increase engagement and drive conversions

Computer skills



Languages



- Utilizing content variation and testing different promotional strategies
- Analyzing data to optimize performance across multiple social media channels
- Testing social media content and promotions to increase engagement and drive conversions
- Maximizing the benefits of both promoted and organic posting
- Managing a substantial advertising budget
- Utilizing different social media strategies to leverage the power of social media Influencers
- Social listening and engaging with consumers



Education

2016 to 2018 - Jordan hotel school (High school).

Sep 2021 to Dec 2021 - Full Stack Development Track

(Nanodegree Programs) Udacity - one million jordanian coders.

Sep 2022 to Dec 2022 - Mastering Digital Marketing SEM, SEO Social Media and beyond - London business school



Training courses and certifications

- Century Park Hotel

Cooking, food service and house keeping (High school hours).

- English (language center - Ielts).



Skills

- | | |
|-------------------------|-----------------------------------|
| - Computer skills. | - Team player. |
| - Communication skills. | - Ability to work under pressure. |
| - Time management. | - Adaptive in any environment. |
| - Research skills. | - Multi tasking experience. |