

Eman Al-Basha Abdel Salam Khater

📍 Giza, Egypt ✉ Eman.khater9222@gmail.com 📞 +201065782508

SUMMARY

Marketing director responsible for providing guidance to marketing department by evaluating and developing digital strategies that focus on strategic marketing goals. Focuses on driving customer acquisition, retention, and profitability.

EXPERIENCE

Digital Marketing Specialist

AD ON Digital agency

June 2017 - June 2018, Cairo, Egypt.

- Developed, launched, and optimized advertising campaigns across the digital landscape including display, video, paid search, mobile, and other online marketing channels.
- Drove continuous optimization across all facets of campaigns by partnering with cross-functional teams to develop, localize, and test new ad copy, banners, content, and landing pages.
- Managed measurement and attribution for the digital team and determine the right attribution for paid channels as well as to measure the impact of awareness campaigns.
- Leveraged campaign and sales metrics from native advertising platforms such as Google Ads as well as internal data warehouse tools to analyze performance and optimize programs.
- Collaborated with external vendors, designers & internal team members and stakeholders to promote the organization's services.

Tour Opertaor

Al Manzal For tourism and transportation

June 2017 - June 2020, Cairo, Egypt.

- Guide and supervise tourists on exciting outdoor activities, up mountains, down rapids, and on biking trips through forests.
- Responsible for organising and preparing holiday tours. They follow trends in the popularity of destinations and packages, and adjust company plans accordingly

Digital Marketing Specialist

She Design for interior Design

June 2017 -December 2022, Cairo, Egypt.

- Developed, launched, and optimized advertising campaigns across the digital landscape including display, video, paid search, mobile, and other online marketing channels.
- Drove continuous optimization across all facets of campaigns by partnering with cross-functional teams to develop, localize, and test new ad copy, banners, content, and landing pages.
- Managed measurement and attribution for the digital team and determine the right attribution for paid channels as well as to measure the impact of awareness campaigns.
- Leveraged campaign and sales metrics from native advertising platforms such as Google Ads as well as internal data warehouse tools to analyze performance and optimize programs.
- Collaborated with external vendors, designers & internal team members and stakeholders to promote the organization's services.

EDUCATION

Bachelor of Business Administration

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CERTIFICATIONS

Digital Marketing Track

Ministry of Youth and Sports • 2022

Tracking gives you visibility on how well you are reaching your goals and objectives. It allows marketers to review which creative works best. It allows advertisers to optimise their spend to generate the most goals at the lowest possible price. It even helps give users a better experience

SKILLS

Industry Knowledge: Market Analysis, Negotiation, Social Media Marketing, SEO, SEM

Technical Skills: Google Analytics, MS Office, Google Ads, SEM Rush, Salesforce