

Ahmed Eid

Marketing Manager

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Riyadh, Saudi arabia

SUMMARY

Experienced marketer committed to enhancing business growth and brand visibility. I have a proven track record of developing and executing successful marketing campaigns that boost website traffic and sales. Skilled in leveraging data to make informed decisions, I consistently deliver measurable outcomes.

EXPERIENCE

Marketing Manager

10X, Riyadh, Saudi Arabia

- Collaborates with Research and Development (R&D) to identify and select products aligned with market demand and customer preferences.
- Conducts comprehensive market research and analysis to forecast product performance and anticipate market trends.
- Contributes to the development of pricing strategies that optimize profitability and market positioning.
- Provides strategic guidance to brand and design teams, ensuring cohesive brand identity and product aesthetics.
- Spearheads the development and launch of e-commerce platforms, integrating essential digital services to enhance functionality and user experience.
- Oversees the creation of compelling product photography and marketing content to support product launches and brand storytelling.
- Develops and implements comprehensive marketing strategies across various digital platforms, including social media (Snapchat, TikTok, Instagram) and search engines (Google), incorporating influencer and user-generated content (UGC) campaigns.
- Manages the execution of marketing campaigns, ensuring accurate configuration and deployment across channels.
- Monitors campaign performance in real time, utilizing data analytics to optimize strategies and maximize results.
- Prepares detailed reports analyzing campaign outcomes, market reception, and return on investment (ROI), informing future marketing initiatives.

SEO Expert & Marketing Data Analyst

10X, Riyadh, Saudi Arabia

- **SEO Strategy Development and Execution:**
 - Expert in keyword research, on-page optimization, technical SEO audits, and backlink analysis..
- **Data Analysis and Insights:**
 - Proficient in utilizing Google Analytics, Google Search Console, and other industry-leading analytics platforms.
- **Content Strategy and Optimization:**
 - Collaborative approach to working with content creators and marketing teams to align content strategy with SEO goals.
- **Technical SEO Expertise:**
 - Comprehensive understanding of search engine algorithms, ranking factors, and industry best practices.
- **Data Management and Reporting:**
 - Experience in collecting, organizing, and analyzing data from various sources to uncover valuable insights.
 - Skilled in creating clear, concise reports and visually engaging presentations to communicate findings and recommendations to stakeholders.

SEO Analyst & Digital Marketing Strategist

Boudl Hotels and Resorts , Riyadh,Saudi Arabia

1. SEO:

- Audits websites to improve search engine rankings.
- Researches keywords and optimizes website content for better visibility.
- Builds high-quality backlinks to increase website authority.
- Tracks website performance and provides data-driven insights.

2. Digital Marketing Strategist:

- Develops and implements comprehensive marketing strategies.
- Plans and executes campaigns across various digital channels (social media, email, paid search, etc.).
- Creates engaging content to attract and engage target audiences.
- Manages social media presence and builds a loyal following.
- Analyzes campaign performance and optimizes strategies for better results.

SKILLS

1. **Digital Marketing & Technical Skills:** Using AI Tools (ChatGPT, Gemini, Claude.ai), Stores setup and management and optimization, **SEO**, **SEM**, **Mixpanel**, **Google Analytics**, **Google Tag Manager**, **Google Ads**, **Google Merchant**, **Google Looker Studio**, **Data visualization**, **Facebook & Instagram Ads** , **Snapchat Ads**, **TikTok Ads**, **Canva**, **Adobe Creative Suite**.
2. **Soft Skills:** Communication, Leadership, Problem-solving, Adaptability, Teamwork, Creativity, Data Analysis, Project planning and Management

NOTABLE COLLABORATIONS

ثَمَانِيَّة

Balsam
بلسم

la Belle



انوفا
Innova

غيم
Ghaim

ATOM

RIBAL
ريبال

قرمز
QORMUZ

orena
اورينا