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Gender: Male **Date of birth:** 13 Jun 1984 **Nationality:** Bahraini

ABOUT ME

Specialist and consultant in the field of digital marketing and e-commerce with more than 15 years experience. Founder of Marketing.limited digital marketing agency. Founder of Almobadra initiative to produce free e-stores encouraging individuals and companies to start e-commerce and develop their businesses. Have more than 15 years experience in software engineering and project management.

WORK EXPERIENCE

[1 Sep 2020 – Current] **Founder, CEO**

Almobadra Initiative

City: Hamad Town

Country: Bahrain

Main activities and responsibilities:

- Producing +500 free online stores with all related programming services.
- Producing 30+ WordPress themes designed to suit different types of corporate online stores.
- Managing and developing Begin Shopping platform to support all online stores.
- Producing +50 educational videos of the main issues related to e-stores like editing design, uploading products, adding electronic payments, ...etc.
- Introducing technical support for all e-stores, here are some issues:
 - Products entry
 - Products Ads content creation
 - Reserve, purchase or renewal of the domain and its preparation
 - Design new WordPress pages
 - Follow up with electronic payment companies
 - Custom setup through the available plugins
 - Store editing & coordination
 - Create official and premium business email accounts
 - Implement for Ad campaigns:
 - * Add Facebook Pixel
 - * Add Snapchat Pixel
 - * Add Twitter Pixel
 - * Add Google Analytics
 - * Add Google Retargeting
 - * Linking with the Facebook Catalog
 - * Link with Google Merchant Center
 - * Create and confirm Google Search Console
 - Producing +200 training sessions for Almobadra clients to help them on how to deal with their e-stores.

[15 Nov 2009 – Current] **Founder, CEO**

Marketing.limited Digital Agency

City: Hamad Town

Country: Bahrain

Main activities and responsibilities:

- Producing all marketing services for +400 businesses, here are some:
Ad campaigns creation
Social media content management
Social media posts creation
- Developing WordPress websites for +500 businesses.
- Introducing +1500 sessions of technical support and social media problems solving.
- Introducing +1000 training and digital marketing consulting sessions for different types of businesses.
- Introducing +800 hacked or disabled social media account restoration sessions.
- Introducing +1000 training sessions for Ads campaigns creation on different kinds of social media platforms.
- Creating digital marketing plans for +50 local and national small and medium institutions to improve their businesses and increase their sales.

[20 Mar 2004 – 15 Nov 2009] **Web Developer & Digital Marketing Consultant**

Freelance

City: Hamad Town

Country: Bahrain

Main activities and responsibilities:

- Managed and developed +300 electronic marketing campaigns.
- Developed websites using cs-cart in addition to custom development from scratch.
- Created, monitored, managed and optimized google adwords campaigns.
- Created, monitored, managed and optimized marketing campaigns in websites, e-forums, email, SMS and web directories.
- Gave training in web development and computer programming for college students as well as workers in the same field.
- Introduced +200 consultantions for different kind of companies.
- Developed add-ons for cs-cart platform and arabized its system.

LANGUAGE SKILLS

Mother tongue(s): Arabic

Other language(s):

English

LISTENING C2 READING C2 WRITING C2

SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2

DIGITAL SKILLS

Content Marketing | SEO Optimisation | Keyword/phrase Research | PPC Campaign Management | Digital Advertising | Conversation Rate Optimisation | Mobile marketing | Viral marketing | Ecommerce (CS-Cart Themes & Add-Ons Development) | Wordpress Themes & Plugins Development | Facebook API, Twitter API, Google API, Linkedin API | Reputation Monitoring | Influencer marketing