



# Mohamed Jasim Ahmed Jasim Hasan

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**YouTube:** <https://youtube.com/c/DigitalTransformationInitiative>

**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.

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**LANGUAGE SKILLS**

**Mother tongue(s):** Arabic

**Other language(s):**

**English**

**LISTENING C2 READING C2 WRITING C2**

**SPOKEN PRODUCTION C2 SPOKEN INTERACTION C2**

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**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