

Issam K. M Abu Al-Haija

DOB: 04- September - 1984

Nationality: Jordanian

Status: Married

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Education

- **B.Cs degree in Computer Information Systems (CIS)**
From 2002 -2006 with Rate "Good"
- **MBA -Marketing @ GBS Geneva Business School /Fresh student -new registered**

Experience history

Years of experience	Place of Work	Nature of Work
2004-2006	Spider Net Organization	Network Administrator
End of 2006 - 1. 2008	ATICO Group/ AlQasr Hotel	Assistant IT Manager
2-2008-1.2010	Golden Mobile / Nokia	Customer Care & Call Center Supervisor
1.2010- 4.2010	Freelancer	Social Media marketing for small business
5.2010- 5.2012	Amman Institute For Urban Development (NGO)	(2Years project) IT Manger & Online Community Manager

04-2013 – 08-2013	Bss: Bouvardia for Smart Solutions Amman -Jordan	Social Media Supervisor
8.2013 – 02-2014	Media Makers agency Amman Jordan	Digital & Social Media Marketing Manager
03-2014 – 12-2016	Bss : Bouvardia for Smart Solutions Amman - Jordan	Co- Founder Digital Marketing Manager

Current Title

Location: Amman- Jordan

Company: Krome Integrated Technologies

Title: Digital Marketing & eCommerce projects Manager

Date of joining:1-11-2018 till 30-04-2019 (project base)

- Establish & building new e- sore from scratch
- Establish & building Digital Marketing Department & Team
- Managing digital advertising campaigns
- Managing & supervising e-commerce & Team
- Managing e-inventory & shipping companies accounts

And at the Sametime in the same group

Digital Marketing Consultant AquaTherapy®

Digital Marketing Consultant at 3d-vr360.com

Last Title

Location: Saudi Arabia -Riyadh

Company: Al Majed for Oud - www.almajed4oud.com

Title: Digital Marketing Manager

Date of joining: 10 - 10- 2018

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- Managing Digital Marketing Department & Team
- Managing digital advertising campaigns
- Managing & supervising e-commerce & Team
- Managing e-inventory & shipping companies accounts

Main Responsibilities :

- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns
- Utilizing a range of techniques including paid search, SEO and PPC.
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website.
- Improving the usability, design, content and conversion of the company website
- Responsibility for planning and budgetary control of all digital marketing
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

Reports

- Social Media Performance Report
- Social Media Listening Report
- Google Analytical Report
- Sales Report (e- store sales)
- Hashtag analytics
- Advertising results Report

Management

- Annual & seasonal Marketing plan
- ROI
- Managing Marketing Advertising budget
- BR Communications & events
- Competitors study
- Vendors meeting & study
- Market study & research

Tools & Platforms

- Sprout Social, Social bakers, HootSuite ... etc. (**SM management & Analytical Tools**)
- Alexa , QuickSprout , SERPs Rank Checker, seositecheckup, ahrefs.com, Copyscape, MOZ toolbar ...etc. (**SEO management & Analytical Tools**)
- Keyhole, Hash Test, Twubs (**hashtag analysis**)
- Tweet Deck, Twitter mention, Twitter reach (**Twitter Tools**)
- Social Mention, Howsociable, Addictomatic
- Google Trends, Google Analytic, Google AdSense, Google AdWords, console ... etc.

Personality Skills

- Team management skills
- Analytical skills
- Respect deadlines.
- Team player
- communication skills
- V. Good English language, both written and spoken

Certificates

- Google Ads Display Certificate- License 19665426
- Google Ads Fundamental- License 17876959
- Google Ads Search Certificate – License 19718308
- Communication Skills – Nokia
- Customer services – Nokia

Courses & workshop

- Enhance your ads with extensions – Google Advertising
- Align your budget with your goals – Google Advertising
- Adjust bids to favor performers – Google Advertising
- Social Media basics workshop
- Social Media Advanced workshop
- E-commerce workshop - KSA

Social Links

Facebook& Instagram : [@IssamHaija.Official](#)

LinkedIn: [issamhaijaofficial](#)

Twitter: [@grow_socially](#)