

OMAR HISHAM

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SUMMARY

Growth marketing expert with 6 years of expertise in areas such as SEM, SEO, ASO, paid app marketing, marketing automation, marketing analytics and user acquisition. successfully managed a total budget of more than \$450k within the last 3 years, implementing effective strategies to drive business growth and optimize online visibility, earned multiple certifications from Udacity, Semrush and more leading online marketing platforms, and a BA in Turkish Language from Helwan University. Passionate about learning new skills, staying updated with the latest trends, exploring new markets, and delivering results that exceed expectations.

EDUCATION

Helwan University, Cairo, Egypt

BA in Turkish Language and Literature

PROFESSIONAL EXPERIENCE

Edvoy Technologies, PPC Executive, Cairo, Egypt

March 2023 - Present

- Developed new paid marketing strategies that increased more than %75 of lead quality in the MENA region across different paid channels.
- Inspected digital campaigns performance regularly which helped getting less irrelevant leads and lower Cost Per Lead by %30.
- Built multiple conversion channels powered with AI that allowed getting more quality leads with less time spent on lead qualification.
- Created a strategic marketing plans that increased Edvoy's app installs and conversions through app campaigns by %45.
- Compiled an overview of the competitive landscape for Edvoy by conducting expert marketing analysis and user research.
- Liaised with Sales, Product and Design teams to fulfil global OKRs on time.
- Provided weekly performance reports to senior management team using a new innovated techniques that automates the reporting process saving %85 of traditional reporting time.

Danaher Corporation, Digital Marketing Specialist ,Cairo, Egypt

October 2021 - November 2022

- Managed the development, implementation, monitoring, tracking and optimizing of PPC campaigns using latest methods of identifying and tracking industry keywords and their popularity.
- Built and maintained PPC landing pages, building content and structure that increased the CTR by %15 and CR (Conversion-Rate) by %20 .
- Handled SEO activities for Videojet's website using latest SEO techniques that increased organic search visibility by %40.
- Developed and driven impactful incremental revenue growth by generating high quality sales ready leads from new customers.
- Collaborated with the sales teams to identify market requirements and trends in order to continuously tailor content to the specific needs of customers.
- Managed e-mail campaigns and execution of digital and related marketing campaigns using Adobe Marketo.
- Planned, analyzed and reported on KPIs and finding opportunities for improvement on a monthly basis.
- Managed the PPC budget Effectively and efficiently to maximize the ROI.

Mednetiks Agency, Digital Marketing Specialist ,Cairo, Egypt

March 2019 - April 2021

- Created and managed lead generation campaigns thorough different marketing channels.
- Increased organic search volume by more than %35 for clients' websites using latest SEO tactics.
- Prepared a dedicated user persona for each client which gave them a better understanding of their customer's needs.
- Designed and developed landing pages and Wordpress pages that helped customers generate more quality leads.

Freelance, Marketing Consultant, Remote

December 2017 - April 2021

- Provided clients with a dedicated SEM consultations to help them identify the gaps in their marketing and lead generation plan.
- Supported clients with an SEO audit reports which summarize all the SEO errors they have that prevent them from getting clicks and having a good retention time rate.
- Helped clients build a solid marketing plans that aligns with their needs and budgets.

SKILLS

- *Computer Skills:* Search Engine Marketing (SEM) / Social Media Optimization (SMO) / Search Engine Optimization (SEO) / App Marketing / App Store Optimization (ASO) / Customer Relationship Management (CRM) / Email Marketing / Video Marketing / Marketing Automation / Multi-Channel Marketing / Business Analysis / Business Development / Business Strategy / Project Management
- *Software Skills:* Google Ads / Facebook Ads / Snapchat ads / Tiktok ads / Singular / Google Analytics / Google Tag Manager / Google Optimize / WordPress / Semrush / Bright Edge / Adobe Marketo / Hubspot / Salesforce / Microsoft Powerpoint / Microsoft Excel / Microsoft Office
- *Programming Languages:* HTML / CSS / Javascript / SQL / PHP
- *Language Skills:* English - Fluent / Arabic - Native / Turkish - Fundamentals

CERTIFICATIONS

- *Google Ads Certification.*
- *Google Analytics Certification.*
- *Udacity Marketing Professional Degree.*
- *Semrush SEO Certifications.*
- *Hubspot Email Marketing, Content Writing and Digital Advertising Certifications.*
- *Danaher Transformative Marketing Certification.*
- *VitalSmarts Crucial Conversation Certification.*