**OMAR HISHAM**

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**SUMMARY**

Growth marketing expert with 7 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 $500k within the last 4 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**

**United Kingdom Educational Centre (UKEC),** *Marketing Executive*, Cairo, Egypt April 2024 - Present

* Plan and execute the multi-channel marketing projects and campaigns focused on international students both locally and abroad.
* Coordinate marketing requests from different departments with the aim of promoting cross department events and activities to international students.
* Promote the business and relevant events through social media channels and targeted newsletters and create copywriting in line with best practice and appropriate brand tone of voice.
* Assist with increasing website traffic, ranking & subscriptions (including SEO ranking).
* Assist with developing brand awareness and promoting corporate identity.
* Research and analyze market trends by conducting customer research, market/industry research, media research, etc.
* Implement marketing campaigns to deadlines with identified targets and budgets.
* Support all marketing activities of departments in UKEC to achieve marketing targets.

**Edvoy Technologies,** *PPC Executive*, Cairo, Egypt March 2023 - April 2024

* 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.*