





Shady Ahmed Shbara

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    /ShadyDigital

Technical Skills

Google Ads	■ ■ ■ ■ ■ ■
SEO	■ ■ ■ ■ ■ ■
Google Analytics	■ ■ ■ ■ ■ ■
Google Tag Manager	■ ■ ■ ■ ■ ■
SEO Tools	■ ■ ■ ■ ■ ■
Social Network Ads	■ ■ ■ ■ ■ ■
HTML & CSS	■ ■ ■ ■ ■ ■
Joomla & Wordpress	■ ■ ■ ■ ■ ■
Microsoft Office	■ ■ ■ ■ ■ ■
Linux & Apache	■ ■ ■ ■ ■ ■
VirtueMart	■ ■ ■ ■ ■ ■
WooCommerce	■ ■ ■ ■ ■ ■
Magento	■ ■ ■
Shopify	■ ■ ■
Agile & Scrum	■ ■ ■ ■ ■

Professional Skills

Marketing Strategy
Digital Marketing
Strategic Planner
Administrative
Organizational
Leadership
Analytical
Time management
Multi-tasking
Self-motivated

Summary

Creative, self-directed Digital Marketer and Digital Projects Manager with over than 14 years of experience. Innovative, results-producing with in depth experience in Digital Marketing, Merchandising, and Integrated Campaign Management.

Entrepreneurial thinker who values diversity and is gifted in leading and influencing change.

Progressive sales, management and Digital Marketing experience. Skilled at leading internal and external cross functional teams and driving results. Experience in both B2B and B2C business systems. Extensive background working with to large and startup businesses.

Successful track record in operations management, project/ process management and developing teams.

Accomplished in planning and leading comprehensive marketing strategies in support of business goals and objectives. Expertise in directing the creation of marketing assets and steering the execution of marketing campaigns.

Skill Highlights

- Analytical & strategic mindset
- Strong Decision maker
- Complex problem solver
- Leadership
- Task Analysis
- Organization Development

Experience

Digital Marketing Manager at **Holool** *Jan 2019 to present*

- Manage multiple projects: Web & Mobile Apps, Digital Marketing Campaigns.
- Lead the project team from requirements gathering to development, execution, and completion.

Digital Marketing Consultant at **Alfath TV. Group** *Sep 2017 to Jan 2019*

- Strategic Planning, Monitoring Social Media, Analysis & Reporting.
- Training new employees.

Digital Marketing Manager at **Alfath TV. Group** *Nov 2015 to Apr 2017*

- Responsible of online presence and marketing for 3 Satellite Channels, a newspaper, NGO and the owner personal branding as a Public Figure.
- Building the Digital Media Unit from scratch, training the new employees & Monitoring Roles.
- Planning the strategy and the social Media Presence.
- Achieving marketing goals, ex: FB from 0 to +400k , Earning from YouTube.

Project Manager at **Helool.net** *Feb 2013 to Oct 2015*

Web Developer at **Helool.net** *Aug 2009 to Jan 2013*

Web Developer at **El-Badeel Newspaper** *Mar 2007 to Sep 2008*

- Building the daily newspaper Website and developing it.
- Updating the web design, Server Administration

Education

- 9 Months Program Diploma (Software Engineering)
ITI - 2009

- Media & Mass Communication – Faculty of Arts
Ain Shams University - 2006

Certifications

- Digital Marketing Nanodegree from Udacity 2019
- Google Ads Certified (Search & Display) 2019