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Regional Digital Marketing Manager

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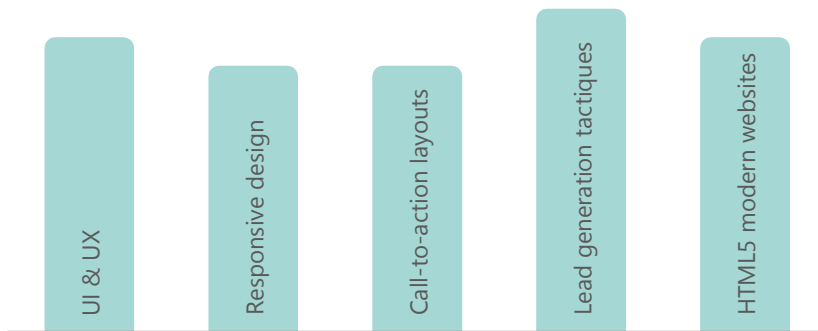
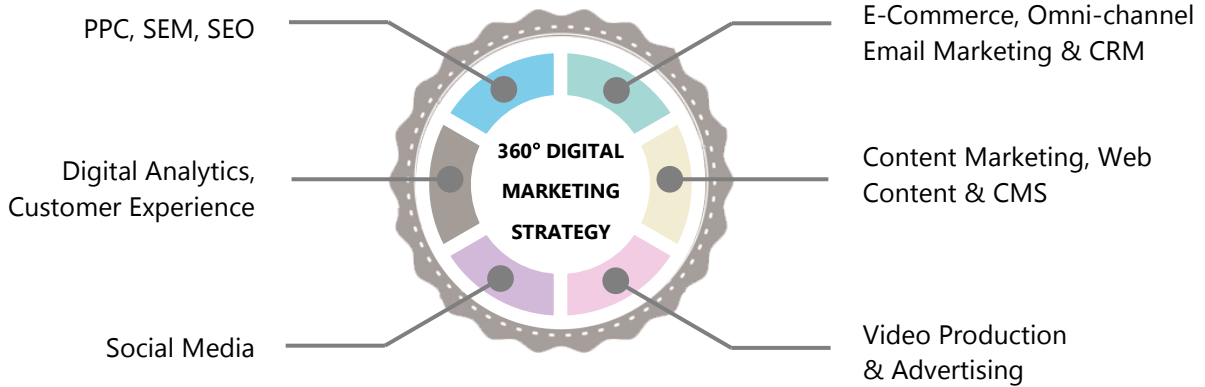
AXA Insurance - Gulf
Dubai - UAE | November 2015 - Present

Summary

A result-oriented digital marketing savvy with a successful track record of achieving brand & business goals by creating disruptive ROI-based strategies that aim to grow business and generate engaging leads.

With over 12 years of experience in performance marketing & digital industry, I've held several challenging positions and led strong teams that inspire engagement and accelerate growth. I had the opportunity to work with a wide range of well-known international & regional brands such as: Microsoft, Audi, SAP, Thomson Reuters, Cisco, HSBC, Standard Chartered, Mashreq, Emirates, Qatar Airways, and Dubai Airports. My passion lies in omni-channel strategies, e-commerce & purchase funnels, digital customer experience, social media management, web analytics, email marketing, UI and UX.

I currently work for AXA Gulf, leading a challenging 360 digital journey at the #1 international brand insurance company covering GCC region (UAE, Qatar, Bahrain, Oman, and KSA). I devise strategies through various digital channels; web, social, email, mobile and affiliate using powerful online advertising tools, SEM, PPC/Paid Search, SEO, SMO, lead generator responsive web design, and effective content marketing.



LANDING PAGES SKILLS



Education

Bachelor of Computer Science

University: Advanced Academy - Cairo, Egypt

Year: 2004 Grade: Very Good

Communication Skills

- Excellent written, verbal & nonverbal skills
- Clear, collaborative, concise and confident
- Communicating owned areas of campaigns
- Out-of-the-box creativity and innovation
- Organization and presentation skills
- Build long-term relationships with new and existing customers

Project Management

- Deciding campaign budget, schedule & scope
- Develop project plan with dependencies including strategic recommendations
- Information architecture, analytics & reporting
- Strategic thinking and negotiation skills
- Demonstrate highly organized campaign timeline management and roadmap

Digital Marketing Channels & Analytics Expertise

SEM & PPC

- Programmatic buying/advertising, RTB (real-time bidding)
- Identifying target audiences and market research, competition, and benchmark analysis
- Creating, managing, monitoring, updating, optimizing and tracking successful and results-oriented PPC campaigns with high conversion rates and optimal budget usage
- Remarketing, retargeting and page/ad personalizing

E-Commerce / CRM / Email Marketing

- Lead generator & sales closing e-commerce websites conceptualization and awareness of most of the common payment gateways in the middle east and internationally
- CRM systems experience (Salesforce, Microsoft Dynamics, Peoplesoft, Oracle, SAP, and others)
- Engaging email marketing campaigns using effective mobile-optimized layouts (awareness & e-commerce emails)

Analytics

- Data Analysis, market research, and benchmark using advanced Google Analytics Premium & others
- Analyze multi-channel Attribution Modelling, understand users' behaviors, and figure out profitable digital channels over others across different traffic sources
- Data visualization and infographics reporting & presentation skills

Social Media

- Developing content plan and Managing the official pages on the Social Media networks by posting effective engaging posts, targeted content, tagged images, videos, events, competitions and quizzes
- Overall Social Media Optimization intended to increase brand awareness, maintain online reputation and build engagement using monitoring & listening tools such as Radian6, Hootsuite, and others

Web Content & CMS

- SEO-friendly web content, images, and videos
- Smart & dynamic content skills using Content Optimization Systems (COS)
- Blogs content strategies & web articles that drive traffic and generate a better online presence

Video Production & Animation

- Editing short promoting videos & explainers for video campaigns & digital signages
- Animated HTML5 banners for appealing online display advertising ads/banners

MY DIGITAL THINKING PROCESS



Web Design, Customer Experience, UI and UX

- Proposing better interactive web pages' UI & UX wireframes/prototypes/layout/design/usability/content with call-to-action modules that meant to generate leads, get conversions and close sales
- Responsive web design that is optimized for mobile devices & tablets screens and cross-browsers
- A/B testing web design concept, personalisation and targeting
- Effective digital customer experience management, testing and optimization (UAT & end-to-end process)
- HTML5, XHTML, DHTML, CSS, CSS3, , AJAX, jQuery, JavaScript

Other Marketing Expertise

- Developing a clear and effective digital marketing roadmap for inbound & outbound marketing components with estimated timeframe for each
- B2B & B2C digital marketing strategy and implementation
- Excellent on keeping stakeholders and others posted with the appropriate level of detail

Accomplishments' Statistics & Work-related Attributes

70+ MAIN DIGITAL CAMPAIGNS

30+ LANDING PAGES BUILT

10+ E-COMMERCE PURCHASE FUNNELS

10+ SEO PROCESS DONE

20+ PROJECTS MANAGED

15+ VIDEOS EDITED

10+ SOCIAL NETWORKS MANAGED



Career Experience

➤ Regional Digital Marketing Manager



AXA Insurance (Gulf)
Dubai - UAE

1.2
YEAR

Nov 2015 - Present

AXA Gulf is the largest international insurance company in the Middle East, with over 1m customers, over 1k workforce, 45+ branches & retail shops region-wide, and GWP of over \$960m last year.

I manage current and new e-products (online insurance registrations, renewals, claims, etc.), e-services (online portals & mobile apps), digital campaigns, website transformation, user interface & user experience (UI & UX), online customer experience on different digital touch points, and purchase funnels improvements & analytics. I also optimize & automate a better analytics dashboard for the entire website monitoring across the region (5 countries). In addition, I launch responsive & engaging email marketing campaigns.

Key responsibilities

- Conceptualize an overall digital roadmap covering SEM, SEO, e-commerce, social media and email marketing that aims to attract potentials, convert to leads, close sales and retain customers
- Develop, plan, launch and optimize strategic lead generator digital campaigns and monitor the full life-cycle of customer journey ensuring clear objectives and KPIs are in place in order to assess performance and measure effectiveness
- Work closely with retail offering team & call center to track performance and support sales growth
- Provide and update weekly & monthly KPIs dashboard of insights with performance indicators/metrics
- Implement regular benchmarks and market researches to identify latest trends & monitor competition

Achievements & Improvements

- Launched the new regional corporate website in responsive design for 5 countries (English & Arabic)
- Improved 2 key purchase funnels by writing powerful e-commerce business requirements documents including less fields, lead generator layouts/steps, internal payment gateways, responsive design, customer centric content, easier user experience, and trackable URLs
- Created smarter dashboards for Google Analytics Premium to better track purchase funnels with more accurate and informative figures that are more automated and optimized for countries and languages.
- Improved better email marketing layouts that are unified, automated, responsive in design, categorized, and optimized for various occasions & events

➤ Digital Communications Controller



Dubai Silicon Oasis Authority
Dubai - UAE

3.5
YEARS

Feb 2012 – Oct 2015

Leading digital marketing strategies across platforms and channels; PPC, Display, Social media networks, mobile, Email & Affiliates. With a strong understanding of digital analytics and deriving data-driven insights, I help making informed marketing decisions and accomplishing commercial objectives.

I conceptualize, plan, deploy, implement and optimize a customer centric approach to digital marketing communications that is relevant and effective across all digital customer touch-points. I also develop and track digital campaigns' KPIs & metrics to ensure increased ROI with a solid and consistent digital marketing using the latest innovations and technologies.

Furthermore, I improve the website content, CMS layouts, SEO, SEM, Social Media Networks and online branding & reputation in-house & with agencies.

Achievements & Improvements

- Formulated the entire website with appealing call-to-action layout using optimized graphical & visualized responsive design for mobiles & tablets improved with rich content & videos
- Deployed, managed, updated, tracked, and maintained successful & results-oriented PPC campaigns with high conversion rates and optimal budget usage
- 300% increment for the website's traffic
- 400% more genuine leads generated
- Overall Improvements for the online branding, awareness and web presences
- Developed, updated, and maintained social media networks for better posts' content and engagement
- Managed campaigns-relevant social competitions, quizzes and offers
- Increased over 15,000 likes on Facebook and over 10,000 followers on Twitter
- Proposed, recommended and designed a Build-up for a new CMS for the IT dept. to develop
- Managed & maintained the UI & UX for DSO City's mobile app
- Improved over 150 successful responsive email campaigns & newsletters
- Overachieved business revenue and profit goals & targets

➤ Digital Marketing Lead



University of Dubai
Dubai - UAE

3.3
YEARS

2008-2012

My role at University of Dubai was to help the admission department generate leads (students) for the business & IT schools to get admitted and register for classes/courses. My role included:

- Online Advertising using Google AdWords & Facebook Ads
- Search Engine Optimization (SEO) and Social Media Optimization (SMO)
- Social Media Marketing (Planning and Strategies)

- Monitoring & Analyzing Data & Traffic of the website using Google Analytics
- Managing the official pages on the Social Media networks.
- Helped in designing animated ads & short promoting movies for banners and digital screens
- Recommending designs/wireframes/prototypes for web pages layouts, banners, videos, UI & UX

Achievements

- Improvements on the website's traffic
- More leads (students) have been generated and converted to the admission department
- Overall Improvements for online branding, awareness and web presences
- Launched a totally new CMS-based website with lead generation layouts
- Revamped the full online content marketing with assistance of concerned departments & professors
- Introduced a new website for the library with an internal search engine for books
- Introduced a new website for the "Center for Management and Professional Development (CMPD)"
- Introduced a new interactive & social website for the Alumni Network

➤ Online Marketing Specialist



Decision Makers TV (DM TV)
Dubai - UAE

1
YEAR
2008

Decision Makers is a lifestyle TV channel offering well-rounded and engaging programs that talk about global economics, news, business, travel, gadgets, fashion, sports, health, fitness and entertainment. My job was to help the production team in running online branding/awareness campaigns and to advertise for TV channel shows on search engines, online magazines, email, and social media. My role included:

- SEO/SEM strategy & implementation
- Online branding & publishing threads on media forums and blogs in UAE and listing the website and articles on local web directories, and magazines
- Monitoring the website traffic using Google Analytics and analyzing stats for getting monthly and quarterly reports

Achievements

- Significant improvement on the website organic & paid traffic
- Increased the audience database & recommendations for a CRM
- Social media page & group creation
- Introduced a new CMS-based website designs/wireframes for pages layouts, banners, UI & UX

➤ Internet Marketing Executive



IPA (Institute of Professional Accountants) – Education Center
Cairo, Egypt

3.5
YEARS

2004-2007

Responsibilities

- SEO/SEM strategy & implementation (Arabic & English)
- Publishing threads on educational forums and blogs in Egypt and listing the website and articles on local web directories, and magazines
- Monitoring the website traffic using Google Analytics and analyzing stats for getting monthly and quarterly reports
- Main website designs/wireframes for web pages layouts, banners, videos, UI & UX
- Maintaining & Updating the website content using a Content Management System (CMS)

Achievements

- Main website for the Institute
- Improvements on the website organic & paid traffic
- Increased the students database & recommendations for a CRM software
- Better online user experience for the students where they can find organized curriculums

Certificates

Date	Certificate Title	Institute	
In progress	(PMP) Project Management Professional	New Horizons	
starts in April 2017	(MBA) Master of Business Administration	Manchester Business School Middle East	
2013	Prudent Marketing Master (Marketing 3.0, Internet Marketing, SEO, and Social Media Marketing)	QNA Trainings	
2010	Web Design using Adobe Creative Suite (CS)	Al Sharq Learning Center	

Personal Information

Egyptian, single and 35 years old

Language: Arabic (Mother Tongue) - English (Fluent)

Car & UAE Driving License: Yes

Visa: Dubai – UAE

Notice period: 1 Month