

Muhanned Mohamed Abd-El-Raouf

Digital Marketer

Qalyubia, Egypt

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summary

Certified Digital Marketer, accredited by the Egyptian Ministry of Foreign Affairs and officially documented by the Ministry of Social Solidarity| Specialist in creating and implementing marketing strategies and plans, as well as running paid advertising campaigns across multiple platforms (Meta, Snapchat, Twitter, TikTok).

Professional experience

- Developed marketing plans using competitor and market analysis.
- Executed campaigns across Facebook, Instagram, and email.
- Increased conversions by optimizing CTAs and landing pages.
- Managed product uploads, orders, and fulfillment.
- Designed and ran ad campaigns across Meta and TikTok.
- Improved retention through organic strategies.
- Created email campaigns using Mailchimp with segmentation.
- Produced AI-powered content for social media and blogs.
- Wrote viral scripts for Reels and TikTok.

Education

Faculty of Commerce English Section, Benha University

Present-2027

Courses and certificates

- Professional Marketer License
- Certified by the Egyptian Ministry of Foreign Affairs
- Certified by Ministry of Social Solidarity
- SEO Certificate (Edraak)
- Digital Presence and Data Analysis Certificate (Edraak)
- AI Marketing Certificate
- Video Marketing Certificate
- Marketing Copywriting Certificate (Ma'aref Platform)
- Digital Project Management Certificate (Edraak)
- SEO Fundamentals Certificate (Edraak)
- Data Analysis Certificate (Edraak)
- Email Marketing Certificate (HubSpot Academy)
- Content Creation Course
- Soft Skills (Middle East College)
- Freelancing Certificate (Forsah Platform)
- Marketing and Sales Certificate (Ma'aref Platform)
- Personal Branding (IT Sharks)
- Targeting Certificate (HP)
- Sales Certificate (HP)
- Social Media Marketing (HP)
- Advanced Digital Marketing (UDA City)

Soft Skills

- Time management and multitasking
- Positive attitude and motivation
- Strong work ethic and reliability
- Adaptability and flexibility in dynamic environments
- Excellent communication and interpersonal skills
- Self-directed continuous learning
- Team building and motivation skills
- Critical thinking and complex problem-solving
- Effective time management and prioritization

Technical skills

- Conversion Rate Optimization - CRO
- LinkedIn Ads
- TikTok Ads Manager
- Snapchat Ads
- Meta Ads Manager
- Business Suite
- Google Analytics
- Content Marketing Strategy
- Budgeting campaigns and analyzing return on investment (ROI)
- Managing and analyzing campaigns
- Omnichannel Marketing
- WhatsApp Business
- AI

Languages

- Arabic: Native
- English: Intermediate (Working on improvement)