



RAMZI M. ALRIHANI

Cell (1) : +966 565315016
Cell (2) : +966 595646086
Jeddah, Saudi Arabia

Email : ramzirihani@gmail.com
info@ramzirihani.com
LinkedIn : http://sa.linkedin.com/in/ramzirihani
Twitter : @ramzirihani
Website: www.ramzirihani.com

Nationality : Jordanian, Date Of Birth: May 22, 1986, Marital Status: Married +1,
Passport No. L783653, IQAMA ID: 2347020303

PROFESSIONAL SUMMARY

Digital Marketing Consultant with over than 10 years of progressive experience in digital marketing Projects Management, Social Media Strategies, Content and Community Management. Website Development & Benchmarking. Accomplished at creative development, websites operations, digital platform management as well as collaborating effectively with stakeholders, vendors and clients.

My Professional Skills include:

- Digital Marketing Projects Management
- Digital Marketing & Social Media Planning
- Online Campaigns Management (Websites, Google, YouTube, Facebook, Instagram, Twitter)
- Mobile Application Benchmarking & Strategies
- Web Application Benchmarking & Strategies
- Websites Benchmarking & Strategies
- Website Development & Design
- YouTube Multi-Channel Network Management (MCN's)
- YouTube Channel Copyright's Management (CMS)
- Search Engine Optimization (SEO)
- Website Reports & Analytics
- Social Media Reports & Analytics
- Digital Media Buying & Management
- Applications & Website User Experience (UX)
- Applications & Website User Interface (UI)
- Social Media Content & Community Management
- IT Technical Support

PROFESSIONAL EXPERIENCE



Dallah AlBaraka Holding Group - (Arab Reach Media Services Co)

Senior Digital Marketing Manager [April.01. 2012 – Present]



Job Description :

1. WEBSITES DEVELOPMENT (BENCHMARKING, STRATEGY, STRUCTURE, CONTENT, TECHNOLOGY)
2. SOCIAL MEDIA MANAGEMENT (CONTENT MANAGEMENT, COMMUNITY MANAGEMENT)
3. DEVELOPING AND MANAGING DIGITAL MARKETING CAMPAIGNS (SOCIAL MEDIA NETWORKS, WEBSITES BANNERS GDN, GOOGLE ADWORDS, YOUTUBE)
4. GOOGLE ADWORDS & YOUTUBE CAMPAIGNS PLANNING & MANAGEMENT
5. DIGITAL MARKETING PLANNING & MANAGEMENT
6. DALLAH'S DIGITAL INISIATIVES PLANNING & MANAGEMENT
7. WEB & MOB DEVELOPMENT BUILDING STRATEGY, STRUCTURE, AND USER EXPERIENCE.
8. MANAGING MCN'S (MULTI CHANNELS NETWORKS - YOUUBE) & CMS (CONTENT MANAGEMENT SYSTEM) FOR SA7I & SISTERS YOUTUBE CHANNELS
9. MAKING IMPROVEMENTS TO THE CLIENTS WEBSITES, DEVELOPING AND EVALUATE THE WEBSITE STRUCTURE AND TECHNIQUE
10. DEVISING STRATEGIES TO DRIVE ONLINE TRAFFIC TO DALLAH, ARM, SA7I DIGITAL ASSETS.
11. COLLABORATE WITH AGENCIES AND OTHER VENDOR PARTNERS AND PROVIDE THEM WITH SA7I & SISTERS YOUTUBE CHANNELS COMPREHENSIVE REPORTS
12. BUILDING & DESIGNING THE UX/UI
13. YT CHANNELS, WEBSITES, SMN'S REPORTS & ANALYTICS
14. RESPONSIBILITY FOR PLANNING AND BUDGETARY CONTROL OF ALL DIGITAL MARKETING
15. REVIEW NEW TECHNOLOGIES AND KEEP THE COMPANY AT THE FOREFRONT OF DEVELOPMENTS IN DIGITAL MARKETING
16. UTILISING A RANGE OF TECHNIQUES INCLUDING PAID SEARCH, SEO AND PPC
17. PROVIDE TECHNICAL SUPPORT



- **DIGITAL CAMPAIGNS VALUE** : Facebook 4 Million SAR, Twitter 2 Million SAR, YouTube : 6 Million SAR
- **MEDIA PLANNING VALUE** : 4.8 Million SAR
- **DIGITAL MARKETING VALUE** : 13 Million SAR
- **CLIENTS PORTFOLIO** : DALLAH ALBARAKA GROUP, MAKKAH NEWSPAPER, OKAZ NEWSPAPR, ULKER (YALDIZ GROUP), GODIVA, MACDONALDS, PEPSICO, COCACOLA, BCOLA, SAMSUNG, LG, STC, MOBILY, ZAIN, KITKAT, FAQEYH GROUP, NOKIA, TOSHIBA, LIPTON, MAGGI, MBC GROUP,
- **AGENCIES PORTFOLIO** : WPP (MEMAC OGILVY, JWT, MINDSHARE), DEVICEBEE, DODIGITAL, KEYAN, ETC.
- **SUCCESS KEY FACTORS** : VERY GOOD RELATIONS WITH CLIENTS & SUPPLIERS, VERY GOOD RELATION WITH MBC, ART, IQRAA, ETC. VERY GOOD RELATIONS WITH GOOGLE, FACEBOOK, YOUTUBE, AND TWITTER TEAMS.



International Renewable Energy Co. LLC - (IREC)

Digital Marketing Manager [October.10. 2010 – March.25. 2012]

Job Description : upon request



Seven P's Integrated Marketing Co. LTD - (Seven P's)

Digital Marketing Manager [January.18. 2008 – September.06. 2010]



Job Description : upon request

CERTIFICATIONS & PARTNERSHIPS

- Quality Control ISO as internal auditor from (Det Norske Veritas / Dubai). (DNV)
- **Higher Diploma in Social Media & Digital Marketing (OKAZ Newspaper & IME.)**
- Corporate Governance Certification (ACC)

	Google AdWords Fundamental Certification
	AdWords Analytics Advertising Certification
	AdWords Shopping Advertising Certification
	AdWords Search Advertising Certification
	AdWords Mobile Advertising Certification
	AdWords Video Advertising Certification
	AdWords Display Advertising Certification
	DoubleClick Bid Manager TrueView Fundamentals (Double Click)
	DoubleClick Bid Manager Mobile Fundamentals (Double Click)
	DoubleClick Campaign Manager Fundamentals (Double Click)
	DoubleClick AdX for Buyers Fundamentals (Double Click)
	DoubleClick Search Fundamentals (Double Click)
	Google Analytics Premium Fundamentals (Double Click)
	DoubleClick Bid Manager Fundamentals (Double Click)
DoubleClick Rich Media Fundamentals (Double Click)	
	YouTube Partner Certified
	Audience Growth Certified
	Digital Rights Certified
	INBOUND Certified
	Accredited Professional in Bing ADS (Microsoft Bing ADS)
	Diploma in Web Business Development and Marketing (Alison Academy)
	Diploma in Digital Marketing (Alison Academy)
	Diploma in Social Media Marketing (Alison Academy)



	IC3 Digital Literacy Certification
	Key Applications
	Computing Fundamentals
	Living Online
	Microsoft Office Specialist (MOS) Master
	Microsoft Office Specialist Excel
	Microsoft Office Specialist PowerPoint
	Microsoft Office Specialist Word

EDUCATION

- **Digital Marketing Institute:** Studying **MSc. Master of Science In Digital Marketing**, (2015-2017).
- **Yarmouk University:** **BSc. Business Administration, Minor in Marketing** (2004-2008).

GENERAL SKILLS

- Microsoft Office Access, Microsoft Office PowerPoint, Microsoft Office Excel, Microsoft Office Word.
- Advanced Knowledge in Graphic Design Adobe Programs - (Photoshop Cs5, Illustrator Cs5, Flash Cs5).
- Advanced Knowledge in Website building & Developing (PHP, ASP.NET, HTML5)
- Online campaign Management (Facebook, Twitter, YouTube, Google AdWords)
- Creating Content & Community Management Strategies for the Social Media Networks.
- Website Platforms & Social Media Networks Benchmarks (Best Practices).
- Excellent interpersonal skills, verbal and written communication.
- Attention to detail.
- Organizational skills and ability to multi-task.
- Project management skills and ability to deliver on time.
- Highly motivated, confident, resilient and positive attitude.
- Analytical mind to analyze data and metrics and translate insight into actionable strategies.

LANGUAGE

English: Speaking: Fluently

Writing: Excellent

Arabic: Tongue Language

MEMBERSHIPS

- Member in Amman Chamber Of Commerce
- Member in International Marketing Association IMA
- Member in Jordan Royal Botanic Garden
- Member in International Business Consultants IBC
- Member in Jordanian Renewable Energy society JRES
- Member in Marketing Scoop as Internet Marketing Expert



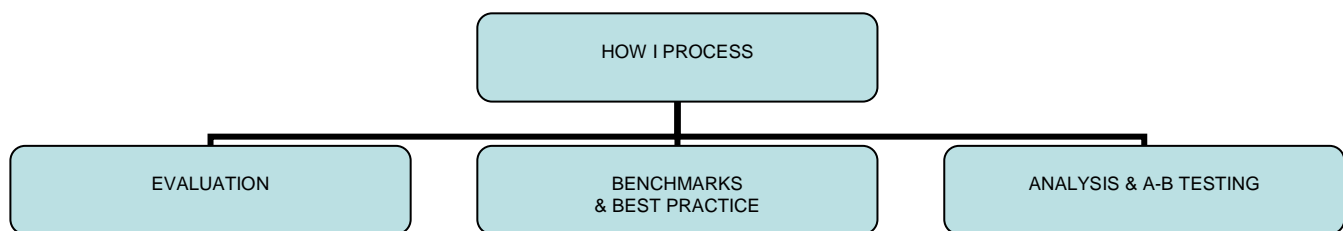
LATEST PROJECTS:

- ALHILAL FC MOBILE APPLICATION
- ALNASEER FC MOBILE APPLICATION
- DALLAH ALBARAKA 'BLOOD SHIRING' MOBILE APPLICATION
- UNITED ARAB EMIRATES - MINISTRY OF HEALTH MOBILE APPLICATION
- SA7I YOUTUBE CHANNEL MOBILE APPLICATION
- 3ALYOUM NEWSPAPER WEBSITE REDEVELOPMENT
- OKAZ NEWSPAPER WEBSITE REDEVELOPMENT
- MAKKAH NEWSPAPER WEBSITE REDEVELOPMENT
- DALLAH ACADEMY WEBSITE REDEVELOPMENT
- DALLAH ALBARAKA HOLDING WEBSITE REDEVELOPMENT
- ULKER HOLDING GROUP MOBILE APPLICATION
- SAUDI NATIONAL DAY (FOUR TIMES)

KEY SUCCESS FACTORS :

- MORE THAN 36 MOBILE APPLICATION DEVELOPMENT (STRATEGY, STRUCTURE, USER INTERFACE, USER EXPERIENCE, WIREFRAME)
- MORE THAN 179 WEBSITE DEVELOPMENT AND REDEVELOPMENT.
- MORE THAN 68 SOCIAL MEDIA ACCOUNTS MANAGED
- MORE THAN 462 ONLINE CAMPAIGN MANAGED
- MORE THAN 33 SUCCESSFUL DIGITAL INITIATIVES
- WORKING WITH TOP BRANDS (SA7I YOUTUBE CHANNEL, DALLAH ALBARAKA GROUP, MAKKAH NEWS PAPER, OKAZ NEWS PAPER, ALNADI NEWS PAPER, HILLAL FC, LIPTON, MACDONALD'S, PEPSI, SEVEN UP, DORITOS, ETC.
- MANAGING DIGITAL YOUTUBE CHANNEL (SA7I) NO.1 COMEDY YOUTUBE CHANNEL IN THE MENA.
- MORE THAN 9 YEARS OF EXPERIENCE IN REPORTING & BENCHMARKING.

SCOPE OF WORK :



*Thank you for your time
Ramzi Rihani*