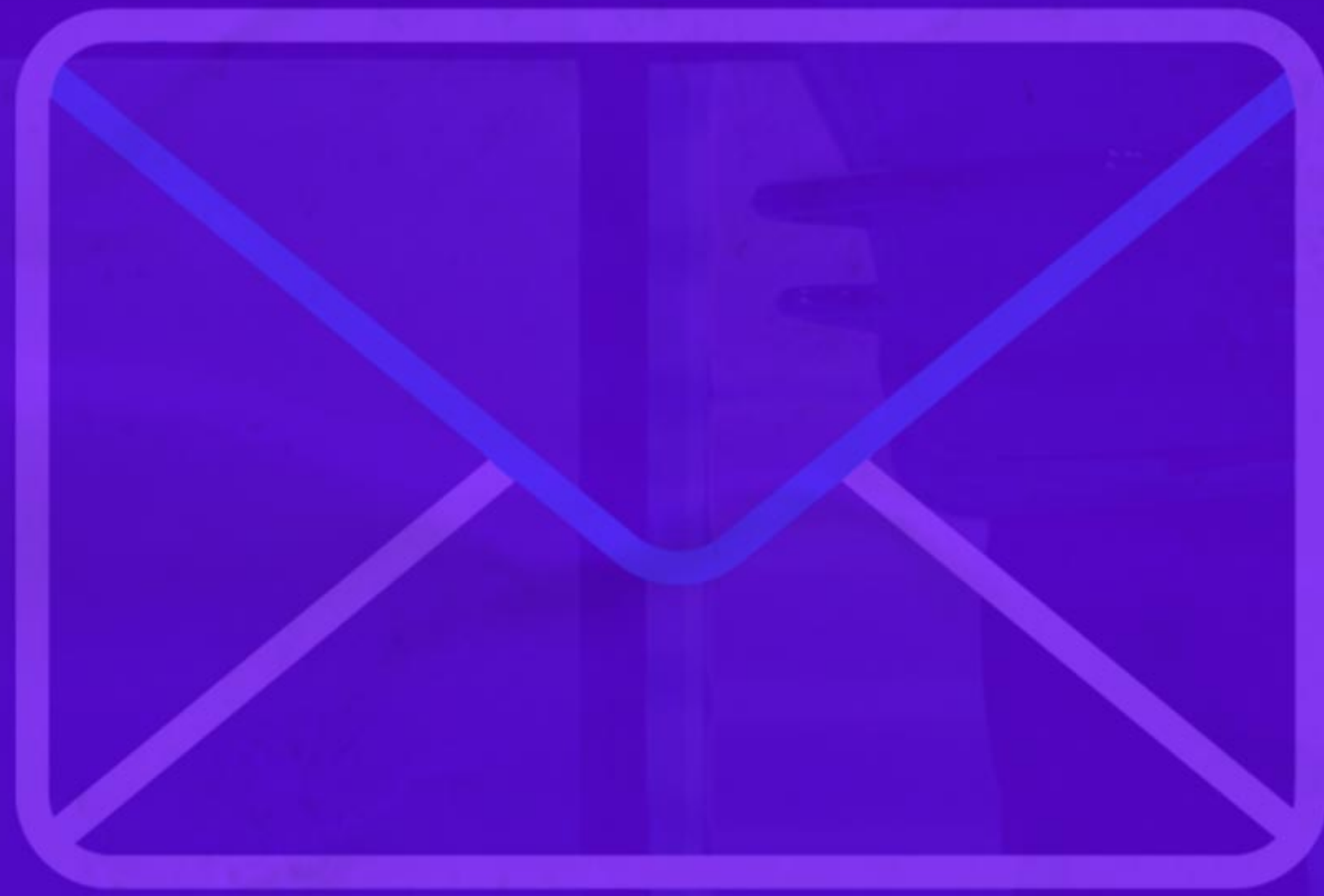


2022 Portfolio

Aljzzar



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—● E-mail



—● Video

Abdullah Aljzzar

Senior Digital Marketing Specialist &
Senior Media buyer &
Senior Digital Content Creator (Copywriter).



Hello!

I'm **abdullah Aljzar**

*I am a 33 year old Egyptian male, **living in Turkey since 2010.***

*I have been working in media, TV and digital marketing for different companies for **more than 8 years.***

*I supervised several marketing departments, and created marketing strategies that generated more than **\$5 million in sales during 2021.***

*I think that it is not enough to know my skills just by looking at my previous work,
So keep in touch to know more about me.*

- TV PROGRAM.

- Editor and Presenter for - **Share Plus** Program - at TRT Channels group.
 - 350 hours Live TV show.
 - Editing and drafting social media news.
 - Presenting the program to the audiences via TRT ARABIC channel.
- Editor and Presenter with Moataz Matar at ALSHARQ TV Channel.
 - 600 hours Live TV show.
 - Editing and drafting social media news.
 - Presenting the program to the audiences via ALSHARQ channel.
- Editor and Presenter for - **Tweet Book** Program - at ALSHARQ TV Channel.
 - 100 hours Live TV show.
 - Editing and drafting social media news.
 - Presenting the program to the audiences via ALSHARQ channel.
- Subtitle, and copyeditor in - **Manarat** Program - for the Saudi National Radio and Television.
- Assistant Producer at - **Nidaa Show** - Program by OSN group.

- DIGITAL MEDIA (CONTENT CREATION).

- Producer and Presenter for- **Digital Geek** - Program, specialized about Social media marketing and Tech on social networking.
 - Presenter of the program.
 - Content creation for episodes.
 - Filming, directing and editing all episodes via Adobe Premiere and Adobe After Effect.
 - Marketing for the program through social media platforms, through advertising campaigns on (Facebook - Instagram - YouTube).
- Videographic content creator on my own fan Page - **Aj Digital Reports** -.
 - Content creation of videos for social platforms.
 - Editing of all digital reports via Adobe Premiere & Adobe After Effect.
 - Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.
 - Marketing for the program through social media platforms, through advertising campaigns on (Facebook - Instagram - YouTube).

- **Producer and Presenter for- *Swarmy* Program - specialized about tourism in Turkey on social networking.**

- *Presenter of the program.*
- *Content creation for episodes.*
- *Filming, directing and editing all episodes via Adobe programs.*
- *Marketing for the program through social media platforms, through advertising campaigns on (Facebook - Instagram - YouTube).*

- **Social Media manager and Producer at - *ALmuselya* - TV Channel .**

- *Planning & Implementing Social Media Marketing plans.*
- *Social Media platforms planning for TV channe and TV shows.*
- *Managing Social Networking Campaigns.*
- *Social media optimization, including Facebook,instagram YouTube, Google Plus and Twitter.*

- **DIGITAL MEDIA (MARKETING OF BUSINESS).**

- **CO-Founder at *Digital Media Builders* Agency (Digital Marketing Manager & Team Leader).**

- *Team Leader of content and Designers.*
- *Media Buying Management.*
- *Content creator of videos for social platforms.*
- *Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.*
- *Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.*
- *Design, build and maintain our social media presence*
- *Measuring and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).*
- *Identify trends and insights, and optimize spend and performance based on the insights Brainstorm new and creative growth strategies.*
- *Plan, execute, and measure experiments and conversion tests.*
- *Collaborate with internal teams to create landing pages and optimize user experience.*
- *Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube, Snap chat , Google Ads ,PPC , Leads".*
- *Manage all digital marketing channels to ensure brand consistency.*
- *Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.*
- *Build, lead and manage the inbound marketing campaigns.*
- *Manage and improve online content, considering SEO and Google Analytics.*



● **Senior Digital Marketing Specialist at - Otantik Kumpir - Turkish Company.**
(Over \$3 Million Sales in 2021 - 2022 by Social Media Ad's campaigns)

I managed the marketing team for 4 years, Through professional marketing strategies, I was able to achieve sales of more than 3 million dollars.

I managed the marketing process starting from market research, defining the strategy, implementation plan, advertising plan, optimizing ads, monitoring performance to reaching the goal.

- Study competitors and analyze market presence.
- Media Buying Management.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Create and execute social media engagement plans.
- Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.
- Measuring and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube, Snap chat , Google Ads ,PPC , Leads".
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Manage all digital marketing channels to ensure brand consistency.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Build, lead and manage the inbound marketing campaigns.
- Manage and improve online content, considering SEO and Google Analytics.

● **Senior Digital Marketing Specialist at - Al-Aqsa International Schools.**
(Over \$1 Million Sales in 2021 - 2022 by Social Media Ad's campaigns)

I managed the marketing team for 3 years, Through professional marketing strategies, I was able to achieve sales of more than 1 million dollars.

I managed the marketing process starting from market research, defining the strategy, implementation plan, advertising plan, optimizing ads, monitoring performance to reaching the goal.

- Study competitors and analyze market presence.
- Media Buying Management.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.



- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube, Snap chat , Google Ads ,PPC , Leads".
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Manage all digital marketing channels to ensure brand consistency.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Build, lead and manage the inbound marketing campaigns.
- Manage and improve online content, considering SEO and Google Analytics.

● **Senior Digital Marketing Specialist - *New Vision* - International Schools.**

- Study competitors and analyze market presence.
- Media Buying Management.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube, Snap chat , Google Ads ,PPC , Leads".
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Manage all digital marketing channels to ensure brand consistency.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Build, lead and manage the inbound marketing campaigns.
- Manage and improve online content, considering SEO and Google Analytics.

● **Digital Content Creator & Senior Copywriter at - *Deyaar Group* - Real estate Agency.**

- Content Creation of videos Ad's for social platforms.
- Editing of all digital reports via Adobe Premiere & Adobe After Effect.
- Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.

● **Senior Digital Marketing Specialist at - InnoCalls - Cloud PBX Service Solutions Company.**

- Study competitors and analyze market presence.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Media Buying Management.
- Create and execute social media engagement plans.
- Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.
- Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube Snap chat , Google Ads ,PPC , Leads".
- Instrument conversion points and optimize user funnels.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Manage all digital marketing channels to ensure brand consistency.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Build, lead and manage the inbound marketing campaigns.

● **Senior Digital Marketing Specialist at - Balance EDU - for Educational services.**

- Study competitors and analyze market presence.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Media Buying Management.
- Content creator of videos for social platforms.
- Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.

● **Senior Digital Marketing Specialist at - Kunoz Academy.**

- Study competitors and analyze market presence.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Media Buying Management.
- Create and execute social media engagement plans with digital marketing Team.
- Content creator of videos for social platforms.
- Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.

● **Senior Digital Marketing Specialist at - *Galaxy Group* - Investment Agency.**

- Study competitors and analyze market presence.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Create and execute social media engagement plans.
- Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.
- Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.
- Design, build and maintain our social media presence.
- Measuring and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Plan, execute, and measure experiments and conversion tests.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube, Snap chat , Google Ads ,PPC , Leads".
- Instrument conversion points and optimize user funnels.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Build, lead and manage the inbound marketing campaigns.
- Manage and improve online content, considering SEO and Google Analytics.

● **Senior Digital Marketing Specialist at - *Hi Istanbul* - Real estate Agency.**

- Study competitors and analyze market presence.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.
- Create and execute social media engagement plans.
- Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.
- Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.
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- Plan, execute, and measure experiments and conversion tests.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. "Facebook , Twitter , YouTube, Snap chat , Google Ads ,PPC , Leads".
- Instrument conversion points and optimize user funnels.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.
- Build, lead and manage the inbound marketing campaigns.
- Manage and improve online content, considering SEO and Google Analytics.



- **Senior Digital Marketing Specialist at - *Alnur* - charity.**

- Study competitors and analyze market presence.
- Create and execute social media engagement plans.
- Content creator of videos for social platforms.
- Research on different resources through internet to introduce beneficial subjects and to create high quality content that attract the target audience.
- Plan and execute all digital Ad's, including SMM/SEM/Google, Marketing database, E-mail, and display advertising campaigns.
- Managing, guiding and training of the digital marketing team and motivate them to achieve their goals.

- **Senior Digital Marketing Specialist - *Yemen International Agency for Development*.**

I managed the marketing process in order to collect donations for the State of Yemen to develop cities and build schools and hospitals.

- Study competitors and analyze market presence.
- Building and executing social media & digital marketing strategy through competitive and audience research; Development of brand awareness and online reputation.

- **ONLINE ADVERTISEMENTS PRODUCTION.**

- Assistant Producer in the - *BMW* - company event in Istanbul.
- Fixer in the adv. Of the actor, Tarkan, for the - *NewEye* - USA company with cooperation of Shows 360
- Copywriter in adv. of *Takseem Aqua*, for drink water in Istanbul by gentoo art company.

Projects

- Moderator in the Educated Arab Conference in Istanbul with th participation of Istanbul Governorate.
- One of the organizers of the AL SHARQ Forum in Istanbul.

Courses

- The coverage of the news is your way to the television and online journalism.
- What is Digital Marketing with Italian Coach Christian Farioli by **almentor.net**.
- Facebook and instagram ads by **Facebook Blueprint**.
- Content Strategy by **Youtube Creator Academy**.
- Google ads by **Google Academy**...
- Twitter ads by **Twitter Academy**.
- Conversion Content by **johnessmat**.
- Digital Marketing Planning by **johnessmat**.
- Negotiation Techniques by **johnessmat**.
- Personal Branding by **johnessmat**.

Skills

- TV Program Presenting.
- Digital Content Creation.
- Social Media Marketing Strategy.
- Digital content management.
- Strategic thinking.
- Data analysis.
- Paid social advertising.
- Email marketing.
- Paid search / SEA.
- Research.
- Visual marketing.
- (CRM) and retention marketing.
- Public Relations.
- Digital Marketing.
- Leadership Skills.
- Interaction skills with audience and Dialogue management.
- Search engine optimization (SEO).
- Articles writing.

Tools Skills

- Google Ads.
- Google Analytics.
- Google AdSense.
- Google Search Console.
- Google Tag Manager.
- MailChimp, HubSpot, Sendinblue.
- Facebook Business.
- Facebook Insights.
- Facebook Analytics.
- Twitter Ads.
- Twitter Insights.
- YouTube Management.
- YouTube Creator Studio.
- YouTube Insights. & Analytics.
- Hootsuite, Tweetdeck, Twitter analytics.
- WordPress (content management system).
- Bitrix24 (CRM System)
- Canva.
- Bitly (Short Link).
- Rank Manth (SEO).

Mac OsX & monterey Professional



Windows 10/11 Professional



Microsoft Office 2022



Adobe illustrator 20212



Adobe Photoshop 2022



Adobe Premiere Pro 2022



Languages



Interests & Activities

- Vlogging.
- Traveling.
- Singing.
- Cooking.
- kick boks

Education

- Business Administration, Faculty of commerce Alexandria University, Arab Republic of Egypt.
- High Institute for Business Administration & Accounting, Alexandria University, Arab Republic of Egypt.

Review my Visual portfolio

- Click on the program name to Watch..



SharePlus



Digital Geek



Aj Digital Reports



Swarmy



Fayrouz (Cover) Oh Jerusalem



Recommendations

- on my LinkedIn Profile.



Sara Elgohary.

Musician, Presenter and Voice Over Artist

Abdullah is an excellent TV presenter, I still remember the interview he conducted with me in one of the shows he used to host. This is because his presence, eloquence, wittiness and character were beyond expectations. He surprised me with the amount of knowledge he had about me and my music, which shows how hard-working he is and how much time he spends researching his guests before they get on his show. I can not wait to be interviewed by him again, the star of any successful show is not the guest, but a presenter who can be engaging, knowledgeable and fun. Abdulla is truly a star host!



Haldun Zirkli

TRT Arabi - Program Acquisition & Reversioning

Abdullah Aljizzar dynamized the digital media program entitled "Share-Plus" during the time he presented it with enthusiasm for TRT Arabia in 2016. He contributed a great deal by capturing the attention of the audience and increasing the number of the program fans.



Ala Hamdan

Blogger and Co-founder & Filmmaker at At Films

Abdullah is Talented and always motivated!



Mahmoud Fouad

General Manager, Al-Meshka

Abdullah is a smart person who are social media specialist and technology familiar. Not only smart, but also hard worker, Abdullah keep trying always to gain information and to learn about his job to improve his performance. He is native Arabic with good English and Turkish.

Note;

References Available Upon Request.



Aljzzar

2022 Portfolio



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Thank You For Your Time