

Curriculum vitae

Muaiyed M. Qadi

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Personal Profile

Muaiyed holds a **Bachelor** in **Business** Administration from **Birzeit** University.

Muaiyed spent **10 Years** in Professional Business, **8 years** in **social media** and **Digital marketing**. worked with small medium and large sized businesses which has given him a wide experience and sharpened his technical skills, that made it easier to supervise his team and to work with hands when needed.

Training and Certificates:

- Inbound Marketing certified
- Building Social Media Strategies Certified
- SEO optimization
- Google (AdWords and Analytics)
- Mailchimp (mailing Campaigns tool)
- Facebook Ads
- Business Planning.

Education

- Bachelor in Business Administration Birzeit University, Palestine (2013).
- General Secondary Certificate "Scientific" (Tawjihi) , Average %92.2

Technical and Professional Skills

- Digital Strategy Development
- Project Management
- Advanced Google ads Manager
- Advanced Facebook ads Manager
- Tiktok Ads Manager
- Mail chimp
- Adobe Illustrator
- Adobe Photoshop
- MS Office

Professional Experience

AI Nasher (December 2022 until now)

Digital Marketing Manager

AI Nasher is full-service advertising, public relations and marketing agency with offices in Ramallah, Amman and Dubai. Specialized in the development of advertising, marketing and new media strategies.

- Advising on the development of the Digital marketing Sector
- Provide assistance and consultation on Planning and implementing Digital marketing campaigns
- Overseeing the Digital marketing activities

AI Nasher (March 2020 to December 2022)

Digital Marketing Consultant

AI Nasher is full-service advertising, public relations and marketing agency with offices in Ramallah, Amman and Dubai. Specialized in the development of advertising, marketing and new media strategies, with big clients like Samsung, Bank of Jordan and the National Bank.

- Plan and execute digital marketing campaigns for a diverse range of clients, including PPC advertising, email marketing, and social media Marketing.
- Study the clients Brand books and rules and regulations to make sure that all campaigns stay in line at all levels
- Monitor social media trends, local market to study competition and regional & global market to stay update with the marketing trends
- Prepare detailed reports and presentations, effectively communicating campaign performance, key metrics, and recommendations to clients.

Freelance (March 2020 to December 2022)

Social Media Manager

Worked on Managing Social Media campaigns for several clients

- Design, budget and Run campaigns on SM platforms
- Manage Facebook Pages

- Run Campaigns on Facebook, ads, google ads and MailChimp

Digital Plus, Palestine (September 2015 to Feb 2020)

Digital Marketing Manager

Digital Plus, a local Digital marketing and social media company was launched in 2014

- Build Manage Digital Marketing Campaigns from scratch and run them on all digital tools, monitor and analyses them.
- Prepare Progress Reports.
- Manage Facebook Pages accounts (including posting, scheduling, boosting and others)

Aliqtisadi (September 2015 to Feb 2020)

Account Manager

Aliqtisadi.ps is an economy specialized website was launched in 2014 and is specialized in the Palestinian Economy and is one of Digital plus Projects

- Product development
- Continuously defining and modifying the business model
- Manage Sales and Marketing.

Art Technologies (April 2013 to September 2015)

Project Management Officer

Art technologies (Rocab Now), a leading software provider house specialized in providing Business

Intelligence, Location Intelligence (GIS) and mobile applications.

- Preparing proposals.
- Preparing Progress Reports for the projects.
- Reviewing the technical work.
- Follow up and coordinating.

Personal Information

- Marital Status: Married
- Nationality: Palestinian
- Residency: Ramallah

Languages

Arabic (Mother language)

English (Fluent)

Hebrew (Beginner)