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Noor Al-Dain Mohammad Swelm

Seeking challenging career in Digital Marketing, SEO & Social Media where my knowledge, experience, dedication, and the ability to acquire new skills will be value added to any company that I work for.

📍 Amman, Jordan

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🌐 <http://swelm.com>

>> Experience

Digital Marketing Manager

Sabbar

📍 Riyadh → Amman

📅 Dec 2016 - Present

- Plan and execute ASO, SEO, Email, Social media, and Google ads (Search/Display/Universal) campaigns.
- Devising strategies to drive online traffic to mobile apps and increase app installs.
- Define and setup conversion tracking, events, goals in order to boost campaigns performance effectively.
- Collaborate with team to create landing pages and optimize user experience, user funnels, and SEO/keywords.
- Analyze related keywords/search volume to target potential customers with higher relevance.
- Manage campaign expenses, staying on budget, estimating monthly cost and revenue to achieve maximum ROI.
- Create analytical report to analyze and measure the success of marketing campaigns.
- Applying best practice to keep subscribers active and increase renewal rate on both Android & iOS.
- Analyzing traffic and user behavior using various digital tools like Google analytics to improve the performance.
- Optimize app ranking and improve app visibility in Apple Store & Play Store using App Store Optimization (ASO).
- Create, Design, build and maintain the social media presence and follow up with marketing agency.
- Innovate new features and improve UX to increase App engagement & user retention.

Digital Marketing Manager

Tech Sup Marketing

📍 Riyadh, Saudi Arabia

📅 Nov 2015 - Nov 2016

- Establish and define the services of digital marketing from scratch including proposal, presentation, and reports.
- Plan and execute all web, SEO, SEM, GDN, email, and social media advertising campaigns.
- Devising strategies to drive online paid and unpaid traffic to the website.
- Design, build and maintain the social media presence.
- Tracking conversion rates and making improvements to the website.
- Analyzing the Web traffic using various digital tools like Google analytics.
- Analyzing and checking the success of the digital marketing techniques used.
- Managing online brand and product campaigns to raise brand awareness.
- Conducting keyword research and web analytics reporting, and keeping up to date with current digital trends.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).
- Recommend changes to website architecture and other factors to improve SEO positions for target keywords.
- Work with the development team to ensure SEO best practices are properly implemented on the website.

Team Leader

e-Solution House (ESH)

📍 Riyadh, Saudi Arabia

📅 Mar 2013 - Nov 2015

- Supervise and manage developing the projects and allocating tasks to staff.
- Support the staff in the design, coding, and testing, and ensure the quality of developing the projects.
- Analyze and optimize the performance of page speed and SEO for websites.
- Marketing and promoting a portfolio of products as well as manage and improve the digital marketing.
- Generate new leads online through optimized landing page, promoting using several digital marketing tools.
- Implementing and managing security or integrity and backup procedures.
- Manage complex database and generate customized reports using crystal reports.

IT Specialist

NESK GROUP OF TRADING PROJECTS

📍 Amman, Jordan

📅 Jul 2009 - Feb 2013

>> Education

B.Sc. Computer Information System - (Very Good)

Al-Zaytoonah University of Jordan

2005 - 2009

Information Technology Stream - (76.6%)

High School Certificate

2004 - 2005

>> Skills

Digital Marketing & Technology

SEM	SEO & ASO	Social Media	Content	Mobile	Analytics	Reports
★★★★★	★★★★☆	★★★★★	★★★★☆	★★★★☆	★★★★★	★★★★★
Webmaster	WordPress	Web Design	Photoshop	Office	HTML5, CSS3	JavaScript, jQuery
★★★★★	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆	★★★★☆

Other Skills

- ✓ Ability to learn and adapt to any new system.
- ✓ Ability to plan and execute the outlined responsibilities.
- ✓ Ability to work independently and in collaboration with others.
- ✓ Ability to manage and prioritize multiple tasks and assignments concurrently.
- ✓ Problem-solver, strategic thinker, and good researcher.
- ✓ Proficiency in using WordPress Content Management System.
- ✓ Analysis and optimization of the performance speed, and Search Engine Optimization (SEO) for websites.
- ✓ Knowledgeable in Google products like (Ads, AdSense, Analytics, Tag Manager and Search Console).
- ✓ Knowledgeable in Social platforms like (Facebook, Twitter, Instagram, Snapchat, and Pinterest).
- ✓ Excellent in communication skills.

Languages

- ❖ Arabic - Mother Language.
- ❖ English - Reading, Writing and speaking (Very Good).

>> Certificates

- ★ [Master Digital Marketing](#); Certificate earned on March 09, 2021 by LinkedIn Learning.
- ★ [Become a Social Media Marketer](#); Certificate earned on March 09, 2021 by LinkedIn Learning.
- ★ [Become an SEO Expert](#); Certificate earned on March 05, 2021 by LinkedIn Learning.
- ★ [Become a Digital Marketing Specialist](#); Certificate earned on December 04, 2020 by LinkedIn Learning.
- ★ [Advanced Google Tag Manager](#); Certificate earned on March 11, 2021 by LinkedIn Learning.
- ★ [Google Ads Mobile](#); Certificate earned on November 18, 2018 by Google Academy for Ads.
- ★ [Mobile in Campaign Manager](#); Certificate earned on November 14, 2018 by Google Academy for Ads.
- ★ [Google Ads Fundamentals](#); Certificate earned on February 21, 2018 by Google Academy for Ads.
- ★ [Advanced Search Engine Optimization Strategies](#); Certificate earned on August 15, 2016 by UC Davis on Coursera.
- ★ [Advanced Content and Social Tactics to Optimize SEO](#); Certificate earned on July 3, 2016 by UC Davis on Coursera.
- ★ [Optimizing a Website for Search](#); Certificate earned on May 29, 2016 by UC Davis on Coursera.
- ★ [Search Engine Optimization Fundamentals](#); Certificate earned on April 25, 2016 by UC Davis on Coursera.
- ★ [Introduction to Search Engine Optimization](#); Certificate earned on March 15, 2016 by UC Davis on Coursera.

>> Personal Information

Date of Birth : 11th of May 1987
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