

ALAA ALSHAAR

DIGITAL MARKETING EXPERT



ABOUT ME

Digital marketing expert with 4 years of specialized experience in SEO marketing. Proven track record of driving organic traffic and improving search engine rankings through strategic optimization techniques. Proficient in leveraging analytics tools to analyze campaign performance and refine marketing strategies. Skilled in creating compelling content and implementing on-page and off-page SEO tactics to enhance online visibility. Strong communicator with a keen eye for detail, adept at staying abreast of industry trends and algorithm updates to ensure optimal results. Applied marketing and digital marketing techniques for 4 years across diverse sectors, including healthcare, education, personnel, influencers, restaurants, and schools. Developed strategic marketing plans, set targets, and monitored updates to optimize marketing strategies and drive business growth.

CONTACT ME

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www.tomohmarketing.com

Dubai, UAE

WORK EXPERIENCE

- DIGITAL MARKETING EXPERT** 2020 - Present
TOMOH MARKETING MANAGEMENT
DUBAI, UAE
 - Manage company's digital presence, SEO content, and brand identity.
 - Collaborate with clients to provide marketing consultations for business growth.
 - Develop digital strategy, content marketing, and SEO optimization.
 - Handle social media management, email marketing, and paid advertising.
 - Execute analytics and reporting for performance evaluation.
 - Conduct real estate management tasks including online attestation processes and dispute resolution.
- REAL ESTATE MANAGER** 2014 - Present
SHARJAH - AJMAN
 - Facilitate municipal approvals and online attestations efficiently.
 - Handle court, notary, and dispute resolution procedures for client satisfaction.
 - Conduct comprehensive property evaluations based on market trends.
 - Manage industrial and commercial property operations seamlessly.
 - Stay updated on real estate economics to set competitive rental rates.
 - Expertly handle industrial and commercial property management.
 - Optimize operations for client and property owner success.
- BUSINESS CONSULTANT** 2020 - 2022
AL MURSHID BUSINESS SERVICES (PART TIME)
ABU DHABI, UAE
 - Perform comprehensive financial and market analyses, offering tailored suggestions to investors.
 - Foster ongoing collaboration with Abu Dhabi's Department of Knowledge and Education.
 - Uphold meticulous adherence to documentation procedures and client confidentiality standards.
 - Provide strategic insights and maintain stringent confidentiality for clients.
- PROFESSIONAL RELATION OFFICER** 2015 - 2016
SHARJAH, UAE
 - Foster strategic relationships with governmental, public sector, and SMEs for partnership development.
 - Engage in networking events, discussions, and ensure compliance with UAECA-ACCA program requirements.

MY EDUCATION

- MASTERS IN DIGITAL MARKETING**
NUCLIO SCHOOL 2021 - 2022
BARCELONA
- BACHELORS IN BANKING & FINANCE**
EMIRATES 2016 - 2020
INSTITUTE(EIBFS)
- DIPLOMA IN BANKING & FINANCE**
EMIRATES 2014 - 2016
INSTITUTE(EIBFS)

CERTIFICATES & TRAININGS

- CERTIFICATION IN ACCOUNTING (ACCA)
- TRAINING COURSE "THE FUTURE OF FRAUD" ISSUED BY AAA - UAE
- 3 MONTHS TRAINING IN "RISK MANAGEMENT, OPERATIONS, TRADE FINANCE" AT UAB, UAE
- WORKSHOP OF "OPERATIONAL RISK AND MANAGEMENT" AT UAB, UAE
- PARTICIPATION IN "DUBAI FINANCIAL MARKET STOCK COMPETITION" - UAE

MY SKILLS

DATA ANALYTICS
SEO OPTIMIZATION
CONTENT MARKETING
STRATEGIC PLANNING
SOCIAL MEDIA MANAGEMENT
EMAIL MARKETING
PPC ADVERTISING

LANGUAGES

ENGLISH
ARABIC

HOBBIES

PSYCHOLOGICAL READING
SWIMMING & WALKING
MEDITATION
READING