



# Hossam Ayyad

## Digital Marketing Specialist

Digital Marketing | Analytics | Advertising Channels

Mobile: +971-501963377

E-Mail: Hossamayyad81@gmail.com

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### OBJECTIVE

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Certified Google Ads, Analytics, Tag Manager, and Digital Locker expert with over 5 years of experience. I specialize in boosting brand visibility and engagement through strategic digital marketing. Eager to leverage my analytical skills and certifications to drive ROI and innovation in a leading UAE organization.

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### PROFILE SUMMARY

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- **Digital Marketing Specialist:** Skilled in developing targeted digital marketing strategies that significantly boost online presence and engage key demographics.
- **Web Design Skills:** Skilled in creating user-friendly, aesthetically pleasing websites that optimize user experience and conversion rates.
- **SEO Specialist:** Deep knowledge of SEO tactics including keyword research, on-page and off-page optimization, and link building to improve search engine rankings.
- **SEM Strategist:** Manages robust SEM campaigns on platforms like Google Ads, achieving high conversion rates and maximizing ad spend efficiency.
- **Data-Driven Insight:** Leverages detailed analytics to refine marketing efforts and deliver measurable outcomes.

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### CORE COMPETENCIES

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|---|-------------------------------|
| Strategic Marketing Management            | Paid Advertising Strategies   |
| Pay Per Click (PPC) Optimization/ SEM/SEO | Digital Branding Techniques   |
| Content Strategy and Design               | Brand Architecture            |
| Social Media & Email Marketing Campaigns  | Market & Competitive Analysis |

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### CERTIFICATIONS

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- Google Analytics Certification - Completion ID: 134481325 - [Link](#)
- Google Ads Search Certification - Completion ID: 137806010 - [Link](#)
- Google Tag Manager Certification - [Link](#)
- Google Data Studio Certification - [Link](#)
- SEMrush SEO Fundamentals Certification- [Link](#)
- SEMrush Keyword Research Certification- [Link](#)
- SEMrush Competitor Analysis - [Link](#)

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## TECHNICAL SKILLS

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- **SEO/SEM Tools:** SEMrush, Ahrefs, Moz, Screaming Frog, BuzzSumo
- **Analytics:** Google Analytics, Google Tag Manager, Hotjar
- **Social Media Management:** Hootsuite, Buffer, Later
- **Advertising Platforms:** Google Ads, Facebook, TikTok, LinkedIn Ads, Twitter, Snapchat
- **Email Marketing:** ConvertKit, Sendinblue, Mautic
- **Design & Video Editing:** Photoshop, Canva, Final Cut Pro

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## ORGANISATIONAL EXPERIENCE

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### Digital Marketing Specialist

**Valiant Clinic & Hospital ( Healthcare ) , Dubai | Since September 2023**

Responsibilities:

- Developing and executing digital marketing strategies for hospital services, including specialties.
- Managing digital advertising campaigns to boost patient acquisition and enhance brand awareness.
- Optimizing website content to improve search visibility and engagement.
- Implementing email campaigns for patient education and event promotion, analyzing performance metrics for optimization.
- Executing SEO, SEM, Social Media Marketing, Display Advertising, and other digital marketing tactics to elevate brand visibility and foster robust customer engagement.

### Digital Marketing Specialist

**Dr. Faiz Ghani Dermatology Center, ( Healthcare) Dubai March 2023 - August 2023**

Responsibilities:

- Developed and executed comprehensive digital marketing strategies that significantly increased patient acquisition and enhanced brand visibility.
- Spearheaded SEO and SEM campaigns, effectively improving online presence and lead generation.
- Designed and built a WordPress website from scratch, including crafting engaging content, optimizing for SEO, and enhancing user experience to strengthen digital engagement.

### Digital Marketing Specialist

**Alsabhan Legal Group, Dubai ( LAW Firm ) October 2022 - March 2023**

Responsibilities:

- Boosted firm's online presence, driving increased website traffic and client interest through targeted digital marketing.
- Managed effective PPC campaigns on Google Ads and social platforms, enhancing lead generation and conversion rates.
- Leveraged analytics to refine marketing tactics, boosting campaign ROI.
- Built and optimized the firm's website, including crafting SEO-focused content.

## **Digital Marketing Specialist**

**iSmile Dental Centre - Dubai (Healthcare) August 2021 – October 2022**

### Responsibilities:

- Formulated and executed a digital marketing strategy that significantly expanded the clinic's online presence and market reach.
- Improved monthly organic traffic through SEO-driven content strategy, elevating online visibility and boosting lead generation.
- Led targeted Google Ads campaigns and optimized Meta presence, resulting in increased patient appointments and inquiries.
- Designed the clinic's website, focusing on user experience and SEO-rich content, achieving a top-ranking position within an 8 km radius in local search results.

## **Digital Marketing & Social Media Executive**

**Anchovy – Marketing Agency, (Remote) February 2020 – August 2021**

### Responsibilities:

- Elevated SEO content performance, significantly improving search rankings and meeting key performance indicators.
- Managed digital marketing campaigns for multiple healthcare projects, including *ZinCare Medical Center*, *Core Care*, and *Canadian Dermatology Centre*, enhancing their online presence and patient engagement.

## **Digital Marketing SEO Content Specialist**

**thesimonsgroup.com – IT Service (Remote) December 2019 – February 2020**

### Responsibilities:

- Drove a 146% increase in organic traffic with a comprehensive SEO content strategy, enhancing site engagement and conversions.
- Amplified marketing qualified leads by 281% through strategic media campaigns and content optimization.

## **B2B/B2C Sales & Digital Marketing Specialist**

**Gexton Technical Works L.L.C – Dubai March 2018 – December 2019**

### Responsibilities:

- Crafted and executed digital marketing strategies that increased brand visibility and audience engagement across digital platforms.
- Launched and managed targeted ad campaigns on Google and LinkedIn, resulting in lead generation and sales growth.
- Enhanced sales of ELV Systems by effectively conveying technical concepts and maintaining strong client relationships.

## **B2B/B2C Sales & Marketing Specialist**

**Osool Communications and Technical System – RAK March 2017 – March 2018**

### Responsibilities:

- Produced engaging content for blogs and websites, managed cost-efficient Google Ads, Facebook, and LinkedIn campaigns.

- Identified and targeted potential customers, fostering business development and lead generation through strategic marketing efforts.

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## Previous EXPERIENCE

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**Mar'09 – Mar'17: Etisalat –UAE**

**Growth Path:**

**Mar'12 – Mar'17 as B2B Service Delivery Engineer**

**Mar'09 – Jan'12 as Telecom Engineer**

**Mar'09 – Jan'12: Telecom Engineer at Etisalat -UAE**

**Mar'09 – Jan'12: Telecom Engineer at Etisalat -UAE**

**MM'05 – MM'07: Installations & Maintenance Engineer at Panasonic**

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## EDUCATION

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2004: Bachelor of Science: Management of Information System (MIS) from Sadat Academy for Management Sciences – Egypt

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## PERSONAL DETAILS

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- **DoB:** 10/04/1981
- **Languages:** Arabic & English
- **Address:** Dubai , UAE
- **Nationality:** Egyptian
- **Driving License:** UAE
- **Visa Status:** UAE Valid Residence Visa