

Hamza Abu Gheith

CONTACT

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WORK EXPERIENCE

Chain Reaction

Jun 2019 — Nov 2020

Performance Marketing Executive (Paid Media)

- Manage, review, and perform daily account responsibilities associated with Google Ads for a variety of clients in different filed (Home appliances, Health, Trading, Retail, Ecommerce .. etc)
- Monitor, report, analyze, and optimize digital marketing campaigns, and assess against goals (KPIs).
- Perform ongoing keyword discovery, expansion, and optimization.
- Create and set up the structure of the campaigns and ad-groups for better optimization.

EDUCATION

Marketing

2013 — 2017

University of Jordan

COURSES

- Google (Search, Display, Video, Mobile, Shopping, IQ analytics, Data studio, Tag manager)
- Facebook (Certified Media Planning Professional,Digital Marketing Associate)
- Twitter (Video Campaign)
- Amazon (Sponsored ads)
- Udemy (The complete Digital Marketing, Microsoft Excel)
- SoloLearn (HTML Fundamentals)

INTERESTS

Traveling , Reading , Photography

REFERENCES

References available upon request.