

Hello Everyone.

# I'M AHMAD ABUSAMAHA



DIGITAL MARKETING

WWW.ABUSAMAHA.ME

## Contact Details

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## About Me

I have an in-depth understanding of the entire **marketing** cycle, from **digital marketing strategies** to **graphic design** and **video production**. My expertise covers **branding, content creation, social media management, and campaign execution**. I am proficient in Adobe Illustrator, Photoshop, and AI-powered design tools, enabling me to craft compelling visual content that aligns with **business goals**. Additionally, I have experience in **SEO, paid advertising, website creation, and automation tools** like Buffer and ManyChat, ensuring a data-driven approach to marketing. My ability to integrate creative design with strategic marketing makes me a valuable asset for any organization looking to **enhance its brand presence and audience engagement**.

## Summary

Results-driven Digital Marketing Specialist with **8+ years of experience** in social media management, SEO, paid advertising, and AI-powered content creation. Proven track record of **generating leads** and boosting engagement. Skilled in **Adobe Creative Suite, WordPress, and automation tools**. Certified in **SEO, Google Ads, and UI/UX design**. Passionate about **merging creativity with data to drive measurable growth**.

## Education And Courses

- TV&Radio Bachelor's**  
2016 TV&Radio | Bachelor's Degree camera operator | video and audio editing | TV&Radio presenter
- Microsoft Office Training**  
PALESTINE ISLAMIC BANK
- UI/UX Course**  
Center for Continuing Education - Birzeit University
- Banking Qualification**  
PALESTINE ISLAMIC BANK
- Digital Marketing Advanced**  
AMEED AWAD
- Analyze digital data for social media**  
Al-Jazeera Media Institute
- Photography Course**  
An-Najah University
- Digital Marketing Diploma Course - udemy**  
SEO - Email Marketing - Google Analytics - Facebook Ads Instagram Ads - Google Ads - Build A WordPress Website - Tiktok Ads - Twitter Ads - Snapchat Ads

## Experiences

- Nabali Fares Real Estate**
  - Digital Marketing and Social Media Specialist Head.
  - Digital Media Specialist
  - SEP,2023 - Until now
  - Until Now
- Palestine Islamic Bank**
  - Digital Marketing and Social Media Specialist Head.
  - Digital Media Specialist
  - FEB,2017 - SEP,2023
  - 6.5 Years
- Loveit (Advertising Co.)**
  - Digital Media Specialist (Video Editor - Camera Man - Photography)
  - JUN,2016 - DEC,2016
  - 6 months



## Public Skills

- DIGITAL MARKETING
- GRAPHIC DESIGN
- SEO
- UI/UX
- COMMUNICATION SKILLS
- LEADERSHIP
- CREATIVITY
- VIDEO EDITOR
- MOTION GRAPHICS
- E-COMMERCE & CMS WEBSITE
- AI TOOLS
- TEAMWORK
- ADAPTABILITY
- DECISION-MAKING

## Achievements and Portfolio

- DIGITAL MARKETING**
  - Digital Marketing Tools:** SEO, Email Marketing, Google Analytics, Facebook Ads, Instagram Ads
  - Managed social media pages and served as a **marketing consultant** for food delivery, construction, and retail companies, optimizing strategies for growth and engagement.
  - proficient in **Email Marketing** using platforms like Mailchimp, creating targeted campaigns, tracking performance, and optimizing for better engagement and increased sales.
  - Verified** the first local bank Facebook page in Palestine in 2018 (Palestine Islamic Bank)
  - Generated **2,500-3,000 real estate leads** per month through targeted digital advertising campaigns.
- DIGITAL MEDIA**
  - Produced a full **AI-generated** video, including visuals, narration, and voiceover. [WATCH NOW](#)
  - Annual video production** for a real estate company and a bank.
  - Proficient in **graphic design** with the ability to evaluate and refine visual concepts to meet project goals.
  - Expertise in developing and managing **visual identities and branding**, ensuring consistency across all platforms.
  - In-depth knowledge of **social media platform requirements**, including optimizing content for different media dimensions and formats across platforms.
  - Skilled in **video production**, from conceptualization and scriptwriting to filming, editing, and final output.
- OPERATIONS**
  - Drafting **technical specifications** for materials used in price quotes.
  - Coordinating with **advertising agencies** and ensuring the timely delivery of completed work.
  - In-depth **knowledge of various materials**, including acrylic, banners, stickers, paper, and PVC, for marketing purposes.
- TEAM MANAGEMENT**
  - Acted as the Marketing Manager for 8 months, **overseeing and leading the marketing team**.
  - Coordinated the development and implementation of **marketing campaigns** for real estate projects.
  - Collaborated closely with various departments** to align marketing strategies with business goals, contributing to the growth and visibility of the company's brand.

## Social Media Design



## Branding



## Company Profile & Catalogue



## Website & UI/UX



## Reference

- Ibrahim Salman**  
Marketing Manager, PALESTINE ISLAMIC BANK  
00970598900127
- Ahmed Sorghi**  
Public Relations at An-Najah University  
00970592221198
- Mohammad Morrar**  
Public Relations Head Section, PALESTINE ISLAMIC BANK  
00970599381857

## Social Media

- <https://linkedin.com/in/ahmad-abusamaha-535998147/>
- <https://facebook.com/Abusamahaa/>