

Hello Everyone.

I'M AHMAD ABUSAMAHA

DIGITAL MARKETING



WWW.ABUSAMAHA.ME



Contact Details

- Phone :** 0097 0597 299 195
- Address :** Ramallah - Ein Munjed
- Email :** ahmadabusamaha@gmail.com



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 - udeemy

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.

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.

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.

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



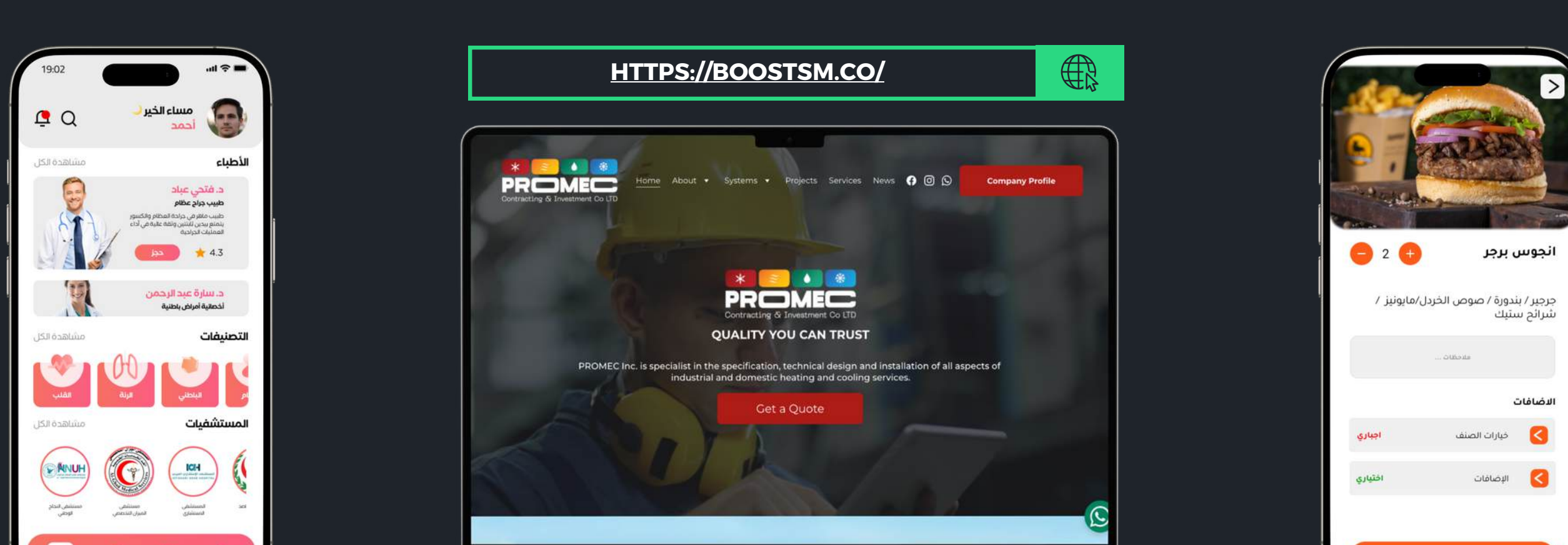
Branding



Company Profile & Catalogue



Website & UI/UX



Reference

Ibrahim Salman

Marketing Manager, PALESTINE ISLAMIC BANK
00970598900127

Ahmed Sorghli

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/>