



Loay Aly Mostafa

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Marital Status: Married

Education

- 1998 – 2005 Don Bosco Institute.
- 2006 – 2008 Al-Abaseya Secondary School.
- 2009 – 2013 Faculty Of Commerce - Alexandria University.

Certificates and Courses

- **iTi Digital Marketing Diploma.**
Search Engine Optimization, App Store Optimization, Branding, Content Marketing, Google Adwords, Google Analytics, Social Media Marketing, Content Management System, +19 courses.
- **Google Adwords Certificates.**
Search Advertising, Display Advertising, Video Advertising, Mobile Advertising, Shopping Advertising.
- **Google Analytics Certificate.**
- **Google Mobile Sites Certificate.**

Work experience

- 2006 – Till now **Google AdSense – Publisher**
Create websites, Write content, Monetizing.
- 2010 – Till now **Google Adwords – Account Manager**
Manage Accounts using MCC, Implement campaigns, Apply best practices.
- 2012 – Till now **Freelancing – Web Developer – Digital Marketer**
Creating individual and business websites, Developing WordPress sites, Content writing, SEO Campaigns, PPC Campaigns, SMM.
- 2013 – 2014 **Alsan3 Air Conditioning – Digital Marketing Manager**
Devising strategies to drive traffic, Generate Leads, Tracking conversion rates.
- 2015 – 2016 **Clickat Marketing Agency – Digital Marketing Manager**
Managing digital marketing campaigns, Utilising techniques like SEO and PPC, Social media strategy planning, Digital marketing planning and budgetary control.

Work experience

- 2017 – Till now

Talent Consulting – Digital Marketing Manager

Create Company's website, Digital marketing planning for customers, Developing, managing digital marketing campaigns, Apply new Digital marketing technologies.

Professional experience

- Web host, develop.
- WordPress (CMS).
- Analytics and reporting.
- Graphic design.
- Content creating, managing, marketing.
- Websites monetization.
- Search engine optimization (SEO).
- Search engine marketing (SEM).
- App store optimization (ASO).
- Social media marketing (SMM).
- Mobile marketing.
- Affiliate marketing.

Skills and abilities

- Leadership.
- Creativity.
- Self-Confidence.
- Handling Pressure.
- Environmental Cleanup.
- Problem Solving.
- Time Management.
- Critical Thinking.

Languages

- Arabic Native Speaker.
- English Excellent.
- French Beginner.