



Loay Aly Mostafa

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Marital Status: Married

Education

- 2017 **Diploma** in Digital Marketing at Information Technology Institute.
- 2009 – 2013 **Bachelor** in Financial Studies at Faculty of Commerce.

Certificates and Courses

- Google Ads Certificates.
 - o Search Advertising.
 - o Display Advertising.
 - o Video Advertising
 - o Mobile Advertising.
 - o Shopping Advertising.
- Google Analytics Certificate.
- Digital Sales Certificate.
- Mobile Sites Certificate.
- iTi Digital Marketing Certificate.
Communication & Presentation Skills, Market Research, Digital Strategy & Planning, KPI Analysis & Techniques , Search Engine Optimization & Marketing, App Store Optimization, Branding, Content Marketing, Social Media Marketing, Content Management System, +18 courses.

Work experience

- July 2018 - Till Now **Elloy.com - Digital Marketing Manager**
Building e-commerce website, digital marketing & social media strategy search engine optimization, website analysis, social media, search engine, content, mobile and video marketing / advertising.
- Jan. 2018 - June 2018 **Alexandria Mineral Oils Co. - Digital Marketing Consultant**
Creating digital marketing strategy including (search engine, social media, email, video and content marketing).

Work experience

- Jan. 2017 – June 2018 **Talent Consulting – Digital Marketing Manager**
Create Company's website, Digital marketing planning for customers, Developing, managing digital marketing campaigns, Apply new Digital marketing technologies.
- Jan. 2015 – Dec. 2016 **Clickat Marketing Agency – Digital Marketing Manager**
Managing digital marketing campaigns, Utilizing techniques like SEO and PPC, Social media strategy planning, Digital marketing planning and budgetary control.
- Jan. 2013 – Dec. 2014 **Alsan3 Air Conditioning – Digital Marketing Manager**
Devising strategies to drive traffic to website, Generate Leads through advertising , Tracking conversion rates and optimizing.
- Jul. 2006 – Jun. 2012 **Freelancing – Digital Marketer**
 - Google Adsense** Create websites, Write content, Monetizing.
 - Google Adwords** Manage Accounts using My Client Center, Implement campaigns, Apply best practices.
 - Several Companies** Creating individual and business websites, Developing sites using WordPress, Content writing, SEO Campaigns, PPC Campaigns, SMM and SMO.

Professional experience

- Web hosting, WHM, Cpanel.
- Wordpress (CMS).
- Analysis and reporting.
- Graphic design.
- Content creation, managing, marketing.
- Website 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.