



Loay Aly

Egyptian, Born in 1990 - Married - Lives in Dubai, UAE

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EDUCATION

Digital Marketing Diploma, Information Technology Institute

2017

Financial Studies Bachelor, Faculty of Commerce

2009 - 2013

EXPERIENCE

Senior Digital Marketing Specialist, Ghassan Aboud Group

May 2019 - Till Now

- Lead digital team efforts.
- Manage GA Group websites.
- Build landing pages and microsites.
- Enhance digital marketing strategy & social media plan.
- Launch and optimize digital marketing campaigns.
- Advertising budget control.
- Analysis monitoring/reporting.
- Develop ROI and conversion rate optimization.
- Manage relationships with third-party vendors.

Digital Marketing Specialist, Ellay.com

July 2018 - April 2019

- Build an e-commerce website.
- Search engine optimization.
- Create digital marketing & social media strategy.
- Execute digital and social media marketing campaigns.
- Website analysis.

Digital Marketing Consultant, Alexandria Mineral Oils Co.

January 2018 - June 2018

- Develop brand imagery.
- Create digital marketing strategy.
- Develop digital team efficiency.

CERTIFICATES

Google Ads Certificates:

- Search Advertising.
- Display Advertising.
- Video Advertising.
- Mobile Advertising.
- Shopping Advertising.

Google Analytics Certificate.

Digital Sales Certificate.

Mobile Sites Certificate.

iTi Digital Marketing Certificate.

KNOWLEDGE

Web hosting, WHM, Cpanel.

Wordpress (CMS).

Analysis and reporting.

E-commerce.

Graphic design.

User interface design (UI).

User experience (UX).

Content marketing.

Website monetization.

Search engine optimization.

Search engine marketing.

App store optimization.

Social media marketing.

Mobile marketing.

Affiliate marketing.

EXPERIENCE

Digital Marketing Manager, Talent Consulting

January 2017 - June 2018

- Managing digital teams.
- Build websites for the company and it's clients.
- Digital marketing strategic planning.
- Oversee and develop digital marketing campaigns.
- Apply digital marketing technologies and best practices.

Digital Marketing Manager, Clickat Marketing Agency

January 2015 - December 2016

- Manage digital marketing campaigns.
- Monetize websites using Google Adsense.
- Utilize SEO and PPC techniques to increase ROI.
- Digital and social media marketing.
- Content marketing planning.

Digital Marketing Manager, Alsan3 Air Conditioning

January 2013 - December 2014

- Devise strategies to drive traffic to the website.
- Generate leads through digital marketing.
- Track conversion rates and optimize.
- Social media management.

Digital Marketer, Freelancing

July 2006 - June 2012

- Create websites, write content, monetize using Google Adsense.
- Manage Google Adwords accounts using My Client Center, execute campaigns, apply best practices.
- Build individual and business websites using WordPress as CMS.
- Content writing and search engine optimization.
- Digital and social campaigns.

SKILLS

Leadership.

Creativity.

Self confidence.

Handling pressure.

Environmental cleanup.

Problem solving.

Time management.

Critical thinking.

LANGUAGES

Arabic.

English.