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Location: Jordan - Amman

OBJECTIVE

Results-oriented Certified Digital Marketing Trainer with extensive experience in training, consulting, and content creation. Proven track record of delivering impactful training sessions, and guiding businesses and individuals to achieve marketing success. Expertise in developing and implementing tailored digital marketing strategies, optimizing content, and utilizing data analytics for informed decision-making. Adept at mentoring and motivating teams, fostering creativity, and consistently staying updated with industry trends. Exceptional communicator with strong consulting skills committed to driving marketing excellence.

ACHIVEMENTS

- **Honored by the Hashemite University** for demonstrating exceptional dedication and skill in managing a digital marketing project.
- **Featured in the Ammon News Agency for my accomplishments.**
- **I have trained over 2,000 individuals in digital marketing in Jordan**, including university students, business owners, managers, and marketing professionals from various sectors
- **Delivered exceptional outcomes for clients**, notably transforming photographer Maram from 2,000 to over a half million Instagram followers within a 4-month consultation period. Similarly, Jasmine experienced remarkable growth, expanding her follower base from 5,000 to more than 180,000 following her marketing consultation.
- **I Played a significant role in the success of an online store in Saudi Arabia specializing in makeup and skincare products. Together**, we achieved around \$20,000 in revenue within just two months, using social media marketing, paid ads, and various marketing tools.

EXPERIENCE

Instagram Content Creator on Digital Marketing Field marketing.with.haider

2018 - Present

- Developing and managing engaging content on Instagram, a specialist in digital marketing.
- Building and maintaining a large, high-quality followers base (loyal followers).
- Producing educational content specifically designed to benefit university students, entrepreneurs, and content creators.
- Providing valuable insights on effective self-marketing strategies.
- Designing graphics and capturing videos to ensure visually appealing and cohesive content.
- Implementing Instagram SEO techniques to optimize content for discoverability.
- Proficiently analyzing Instagram algorithms to optimize content strategy.
- Managing advertising campaigns on social media, including setting the campaign goal, allocating the budget, tracking performance, and retargeting.
- Actively engaging with followers, responding to comments, and fostering a sense of community.
- Monitoring key performance indicators (KPIs) and making data-driven decisions using analytics tools.
- Staying updated with industry developments and emerging digital marketing trends.
- Building valuable connections by networking with fellow content creators and industry professionals.
- Developing and delivering workshops and educational lessons on marketing strategies for university students, entrepreneurs, and content creators via reels and posts.
- Utilizing storytelling and narrative techniques to effectively convey marketing messages.
- Efficiently managing content scheduling and analysis using various social media management tools and analytics platforms.
- Proficiently utilized a diverse range of tools, including Capcut, Canva, Pexels, ChatGPT, VN, Lightroom, Envato, Freepik, Captions, Google Sheets, Microsoft Word, Microsoft Excel, OneDrive, Teleprompter, Adobe Podcast, and Google Analytics to enhance workflow efficiency and achieve desired outcomes.
- Consistently applied a cohesive visual identity to content creation.

Freelance Digital Marketing Consultant

2018 - Present

- Serving as a digital marketing consultant for a diverse portfolio of 500+ businesses and content creators, offering expertise locally and globally.
- Conducting comprehensive digital marketing audits for clients, analyzing their social media presence, strategies, and performance to identify areas for improvement.
- Assisting clients in delivering improved services.
- Tailoring services to meet the unique requirements of each client within their specific niche.
- Utilizing data analytics and reporting tools to measure the impact of strategies and provide clients with transparent and actionable insights.
- Assisting businesses in creating and promoting their products and services.
- Reviewing the project goals or social media accounts and presenting the appropriate strategy for the stage.
- Introducing psychology into Instagram marketing and studying user behavior.
- Applying and maintaining a consistent visual identity across social media platforms.
- Monitoring the client journey on social media, with a particular focus on Instagram.
- Utilizing impactful keywords for client success.
- Conducting a thorough analysis of projects or social media accounts before providing consultation.
- Addressing and resolving issues with projects or social media accounts.
- Discussing and modifying the marketing strategy in place.
- Managing and optimizing online advertising campaigns, including Facebook Ads, and other platforms, to maximize ROI and conversion rates.
- Effectively raising the conversion rate for clients, converting viewers into followers, and followers into clients.
- Developing and executing effective social media marketing strategies to boost brand awareness, engagement, and client acquisition.
- Conducting keyword research, competitor analysis, and market research to inform content and campaign strategies.
- Collaborating with clients to create compelling and high-quality content, including blog posts, videos, infographics, and social media posts.
- Developing and executing customized digital marketing strategies that include Instagram SEO, SEM, social media marketing, content marketing, and other relevant components.
- Conducting in-depth assessments of clients' current digital marketing efforts and identifying areas for improvement.
- Providing clients with regular reports and insights on the effectiveness of digital marketing efforts and making data-driven recommendations for improvements.

Certified Digital Marketing Trainer

2018 - Present

- Delivering comprehensive training sessions on digital marketing.
- Conducting training workshops with the Royal Court for university students and entrepreneurs.
- Providing guidance and mentorship to student entrepreneurs and content creators.
- Developing and enhancing course content to ensure its relevance.
- Conducting assessments and evaluations to measure training effectiveness.
- Offering practical insights and real-world examples during lectures.
- Mentoring and guiding attendees in their marketing endeavors.
- Promoting digital marketing as a career path for students.
- Advising attendees on optimizing their digital marketing strategies.
- Inspiring and motivating attendees to excel in the field of marketing.
- Collaborated with universities to customize training programs to the specific needs of diverse audiences.
- Fostered a passion for digital marketing and content creation among attendees by sharing my own experiences and success stories.

EDUCATION

Bachelor's degree in Digital Marketing - The Hashemite University.

High School - Literary.

LICENSES

Accredited by the Arab Trainers Union - Jordanian Ministry of Foreign Affairs (August 2023) and internationally certified by the UK Center for Training and Development (July 2024). Additionally, recognized as an Internationally Certified Digital Marketing Trainer by the British Council in the fields of digital marketing, marketing management, and marketing consultancy.

SKILLS

- Communication Skills.
- Team Leader.
- Team Management.

- Public Relations.
- Leadership.
- Presentation Skills.

Personal

- SEO Optimization.
- Social Media Management.
- Brand Development.
- Market Research.
- Campaign Management.
- Analytics Tools.
- Graphic Design.
- Video Editing.
- Planning and Scheduling.

- CRM (client Relationship Management).
- Data-driven Decision Making.
- ROI Analysis.
- ROAS Analysis.
- Marketing Funnel Management.
- Expert in using all Digital Marketing tools.
- A/B Testing.

Technical

CERTIFICATIONS

Arab Trainers Union:

2019 - 2023

Certified Trainer - Digital Marketing, Management, and Life Skills.

UK Center for Training and Development:

Internationally Certified Digital Marketing Trainer by the British Council in the fields of digital marketing, marketing management, and marketing consultancy.

MCBS Academy:

- Entrepreneurship certification - 15 hours.

Google Platform:

- Google Digital Marketing Fundamentals - 40 hours.

Pioneers Platform Integrated Training Program - 100 hours:

- Web design.
- Affiliate marketing.
- Facebook and Instagram advertising.
- Modern digital marketing fundamentals.
- SEO, Search Engine Optimization.
- Advanced e-commerce.
- Selling services online.

Easyt Platform Full Program:

- International marketing.
- Psychology of marketing.
- Startups, and entrepreneurship.
- Artificial intelligence in marketing.
- Drop servicing.
- Visual branding on social media.
- Affiliate marketing.
- Branding.
- Time management.
- Personal branding.
- Sales enhancement strategies.
- Marketing plans, and strategies.
- Electronic marketing plans. client relationship management.

LANGUAGES

English

Proficient

Arabic

Native Language