

ZUHAIR ABU AL-RISH

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Location: Saudi Arabia

Summary: _____

A Project manager, digital marketing consultant & trainer, an expert in Strategy, KPIs, and implementation with a solid experience of 22+, worked in reputed companies in GCC and Jordan. With solid experience in sales & marketing, I worked on both sides; client and agency.

Professional Experience _____

2/2023-Now: App Project Manager (Moather Influencer Marketing)

- Increased project alignment by defining main objectives for both apps
- Improved app stability by resolving 20+ bugs during the three-month MVP beta launch
- Managed communications for 6 key parties including payment gateway and designers
- Established RACI framework and process modifications for weekly sprints
- Delivered 6 detailed reports on situation, KPI's, and digital campaigns
- Built and led an app team of 4 roles including sales and marketing
- Managed 100+ team tasks and processes with Trello tool for efficient tracking
- Revamped stalled project objectives and scope iterations over two years
- Secured exclusive partnership deal for Important payment functions: Pay-In, Pay-Out
- Working on PR projects for LEAP 2024, International E-Commerce Exhibition 2024
- Achieved more than 1200 registered influencers', 50 Saudi registered companies and more than 100 influencers' campaigns

5/2022-11/2022: Uad App Project Manager (Trend Company-PMO)

- Handling all communications for all parties starting from suppliers, payment gateway, designers, internal influencer's relation management, upper management
- Urapay exclusive partnership deal for 2 payment functions: Pay-In, Pay-Out
- Implemented RACI for app process optimizations and weekly sprints
- Generated reports on implementation, KPI's, and digital campaign performance
- Supervised 2 app teams across Saudi Arabia and Egypt office
- Collaborated with 3 social media offices in Saudi Arabia and Dubai
- Managing investment app project STC Inspire U 2022
- Revamping all app designs and implementation features in less than 6 months

11/2017 - Now: Digital Marketing Consultant & Trainer (ZAR Marketing & Consultation)

- Drove online traffic strategies boosting website visits by 25%
- Managed online brand campaigns enhancing brand awareness outreach
- Tracked conversion metrics and funnel performance across websites
- Utilized techniques including SEO and PPC for broader outreach
- Directed company's social media strategy
- Trained 10,001+ marketing professionals in both basics and advanced digital techniques

- Provided consultancy up to 100+ clients and agencies on digital marketing strategies, digital campaigns, and social media implementation.
- Conducted lectures on SMM, SEO, and digital advertising expertise
- Managed digital consultancy projects for 10 sectors including banks, real estate, and digital agencies in main cities.
- Preparing and customizing the material for the training according to the student level and company's requirement subjects.
- Created content for training aligning with latest digital marketing trends

8/2018 – 4/2022: Sales & Marketing Manager (Albayan High Institute for Training)

- Establishing Marketing & CRM team
- Managing B2C, B2B, And B2G sales force.
- Create and manage the strategy plan for both centers (Male, Female)
- Handling all digital campaign promotions
- Managing all the digital marketing team, process, and presence
- Project manager for revamping all centers (starting from design up to delivering more than 40 upgraded halls, laps and classes)

1/2015–Now: Digital Marketing Lecturer (DMI Institute)

- DM3 Institute (formerly the Digital Marketing Institute Middle East) is a regional authority in social media and digital marketing training and certification programs.
- With offices in Dubai, Riyadh and Jeddah, the DM3 Institute delivers a range of programs that are designed to support economic and workforce development in the region by promoting digital marketing / online marketing as a key strategic business tool.

I am glad to be part of DM3 Institute and take on the Social Media Marketing, SEO, Display advertising, email and mobile marketing lectures to share my knowledge and expertise in the field.

5/2014–10/2017: Digital Marketing Manager (Chrysler Group Saudi- UMC)

- Devising strategies to drive online traffic to the company's websites.
- Managing online brand and product campaigns to raise brand awareness
- Tracking conversion, goals, and funnels, for all websites.
- Developing and managing digital marketing campaigns.
- Utilizing a range of techniques including, SEO and PPC.
- Overseeing the social media strategy for the company.
- Establish the digital media department (team, structures, procedures)
- Adopting an enhanced management tools for social media.
- Managing the redesign of the digital media channels.
- Project manager for new company App for (IOS, Android), Preowned new website, and main company website
- Responsibility for planning and budgetary control of all digital marketing.
- Evaluating customer research, market conditions and competitor KPI's.

7/2013–4/2014: Digital Marketing Manager (Nissan Advertising Agency)

- Developing and managing digital marketing campaigns
- Handling and monitoring client's social media channels
- Managing online brand and product campaigns to raise brand awareness
- Websites & App Development and researches
- Mobile, Email, and content marketing strategies
- Researches (Ipsos State, Effective Measure, Google Analytics)

12/2012 –7/2013: Sales Manager (Jordan Online &Offline Services- JOOS)

- Key Accounts Management (*Media Agencies, Car Agents, Direct Clients*)
- Managing, Marketing, Selling Torque Magazine (*Offline*)
- Managing, Marketing, Selling www.torquearabia.com , www.ewaseet.jo (*Online*)
- Team Leading, Sales Goal forecasting, Achievement & Operation
- Websites & App Development – Creative Side
- Digital Marketing (*SEO, Social Media Management, Online Advertising*)
- Researches (*Ipsos State, Effective Measure, Google Analytics*)

1/2011 – 11/2012: Sales & Marketing Manager (Y&Ze Agency)

- Marketing, Communications & PR
- Media Consulting (ATL/BTL)
- Production /Packaging.
- Digital Marketing / Online Advertising
- Social Media Consulting & Management
- Web & Graphic Design Art / Creative Direction

1/2010 –1/2011: Sales Manager (Al-Waseet Paper- Zarqa)

- Team Leading ,Sales Goal Achievement & Operation , Key Accounts
- Marketing, Communications & PR.

1/2009 –12/2009:Online Sales Manager (Al-Waseet Paper)

- Marketing, Communications & PR.
- Digital Marketing / Online Advertising (www.ewaseet.jo)
- SEO, Social Media ,Online Advertising & Auctions

1/2008 –12/2008: Sales Manager (Al-Waseet Paper- Amman)

- Team Leading ,Sales Goal Achievement & Operation , Key Accounts
- Marketing, Communications & PR.

Education _____

- MBA (Midocean University-Fujairah) -2024
- June 2019: Bachelor degree –Business Administration (Arab Open University)
- June 2003: Diploma Degree/Computer Science from (Al-Quds Collage)

Certificates : _____

- C-SBP (Certified Strategy & Business Plan Professional) – KPI Institution
- CSMM (Certified Sales and Marketing Manager) -SMCI
- PMP (Project Management Professional) – PMI candidate
- C-KPI (Certified KPI Professional) – KPI Institution
- CSDE (Certified Social Media & Digital Marketing Expert) - SMCI
- Digital Marketing Diploma (DMI Institute)
- TOT (Albayan High Institute for Training)

Personal Profile _____

- Date of Birth: 18/10/1978
- Gender: Male
- Social Status: Married
- Nationality: Jordanian
- Transferable Iqama