

Osama Elsafori

Digital Marketing / Web Developer / E-Commerce



I'm always looking for a new challenge after my 14 year's experience in Digital Marketing , I don't like setting on a desk doing the usual work every day without trying to know anything new in –my field or use a new way to achieve my duties , setting monthly and yearly goals to achieve and monitoring all what I care of in my job.

WORK EXPERIENCE



WWW.ELSAFORI.COM

BACK COMFORT CO.

Online Sales And E-Commerce Manager - 2019 – until now

Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting Develop and implement ecommerce strategy in order to improve website performance Work with developers to improve website speed Work with the marketing team or manage digital marketers in order to improve quality and traffic acquisition Re-Platforming website to new CMS, making website mobile capable Research market in order to discover new trends and technologies in order to improve website performance Analyses various data in order to deliver data driven strategies in order to deliver top performance and achieve KPI's Oversee or directly manage digital marketing channels across PPC, SEO, Display, affiliates and email marketing and social media Develop content calendar and oversee website uploads and landing pages development Report on performance

ABDULLAH ALOTHAIM - FUN WORLD INTL

Digital Marketing And Website Manager - 2016 – 2019

Tracking conversion rates and making the improvement to the website. Development, Management and digital marketing campaigns. Utilising a range of techniques including paid search, SEO and PPC. Overseeing the social media strategy for the company.

EGYPTIAN COMPANY FOR WEB SERVICES

Team Leader Marketing Commission (Affiliate) - 2015 – 2016

Formation of a working group of professionals in Affiliate, action strategies, action plans to profit from the Internet engine optimization, training Teamwork, start marketing the products of the companies we partner with (Namshi, wadi, Bayt, Souq, Amazon, eBay, Iko and Clickbank).

MEODITY

Digital Marketing Solutions - 2015 – 2015

Digital marketing at MEODity is a global specialist in the production, exportation and consumption of energy. on top of the world as producers of Silver and Titanium minerals, copper, iron ore, Aluminum, manganese, energy coal, Nickel, Metallurgical coal, and Uranium.

THE R.O.I CO

do proper Affiliate Marketing that yields to Return on Investment - 2015 – 2015

Our performance advertising team of experts runs many affiliate programs in various niches from most of the global affiliate networks. Our structure allows us to stay focused, build efficiencies, and leverage our specialization experience. Our philosophy revolves around running performance campaigns with confidence using the appropriate channels and complies with affiliate program details to achieve the return on investment pursued by merchants. Our vision is to become one of the leading affiliate marketing companies generating a huge volume of leads & sales to a vast portfolio of merchants around the world.

DAT GERMANY AND ZAKI GROUP

Digital E-Marketing Assistant Director - 2012 – 2014

Analytical Web , E-Marketing plan, Study competitors , study products , open new markets , publishing brand , selling online , online relationships .

ITC, INTEGRATED FOR TRAINING

Digital E-Marketing - Social Media Specialist - 2011 – 2011

Company marketing courses within the Kingdom and open new markets in the Arab countries, marketing social media sites for 7 websites and targeting research words from the search engines, online work.

IT VISION EGYPT

Analytical studies of e-marketing one of its projects (Vodafone Egypt) - 2010 – 2011

Processing of content and research keywords for each product - SEO Search Engine Optimization.

BECOM ACADEMY

Web Developer - E-Marketing - Content Management - 2010 – 2010

Job developer websites and publicity sites and e-marketing And director of content for more than 25 special site Becom academic - Academy of Business & Commerce

SHABABY.ORG AND AM GROUP AND NETMASR

Developer Web - E-marketing - E-commerce - 2007 – 2010

You create hundreds of websites to support e-commerce

SKILLS

PROFESSIONAL SKILLS

Communication95%

Leadership90%

Confidence92%

TOP SKILLS

Digital Marketing Strategies98%

Digital Marketing Solutions99%

Search Engine Optimization (SEO)100%

Pay-Per-Click (PPC)96%

Social Media Marketing (SMM)97%

eMail Marketing - Mobile Marketing - Video Marketing93%

Landing Page Strategies / Optimization95%

e-Commerce97%

Web Analytics - Digital Analysis95%

Managing many website platforms such as Joomla and WordPress99%

EDUCATION

BACHELOR OF INFORMATION SYSTEMS MANAGEMENT

St. Al-Obour high Institute (4 Y Course) - *Graduation May 2007*

COURSE OF WEB DESIGN & DEVELOPMENT

St. AL- Obour Training & Education Center (1 Y Course) - *Graduation May 2007*

MBA OF E-COMMERCE & E-MARKETING

St. cairo university - information technology club (6 M Course) - *Graduation Oct 2015*

St. Syndicate of E-Commerce and Technology (6 M Course) - *Graduation Oct 2015*

St. ECDL E-COMMERCE DRIVING LICENCE (6 M Course) - *Graduation Oct 2015*

St. ECT Institute of E-Commerce and Technology (6 M Course) - *Graduation Oct 2015*

PROFILE ELSAFORY.COM

FULL NAME OSAMA ABDEL-RAHMAN ELSAFORY

BORN 20 Dec 1984 - Abu Kabir, Ash Sharqiya, EG

STATUS Married - Four children

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