

# DANY MAKAREM

## Digital Marketing

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## Summary

Experienced professional with over 2 years of diverse expertise in digital marketing, data analysis, user experience (UX) reporting, and search engine optimization (SEO). Demonstrated success in developing and implementing effective digital strategies to drive traffic, enhance user engagement, and optimize online presence. Skilled in utilizing data analytics tools to extract insights, optimize performance, and inform strategic decision-making. Proficient in conducting UX audits and implementing SEO best practices improving website visibility and performance. A results-driven professional committed to delivering measurable outcomes and achieving business objectives through integrated digital marketing initiatives.

## Experience

### BigTime Creative Shop

Riyadh, KSA

#### Social Media Performance Analyst | Turki Alalshikh | Riyadh Season | GEA | Enjoy Saudi

10/2023 - Present

- Conducted comprehensive data analytics and reporting for all social media channels and paid media campaigns, utilizing advanced tools and methodologies.
- Analyzed performance metrics including engagement, reach, impressions, conversion rates, clicks and ROI to assess the effectiveness of organic and paid media strategies.
- Developed detailed reports and dashboards to identify trends, patterns, and areas for optimization in social media and paid advertising.
- Provided actionable insights and strategic recommendations to optimize campaign performance and achieve business objectives.
- Collaborated with cross-functional teams to align data analysis with marketing strategies and drive continuous improvement in audience targeting and content optimization.
- Presented findings and recommendations to senior management, contributing to data-driven decision-making and successful outcomes for the Riyadh Season marketing initiatives.

#### Social Media Content Creation | Turki Alalshikh | Riyadh Season | Enjoy Saudi

- Developed creative and engaging social media content ideas aligned with Riyadh Season events and themes.
- Created compelling captions and messaging to enhance audience engagement and drive brand awareness.
- Managed content shooting activities, including planning, coordination, and execution of photoshoots and video production.
- Implemented content calendars and schedules to maintain consistent and impactful social media presence throughout Riyadh Season events.
- Analyzed performance metrics and user feedback to optimize content strategies and improve overall campaign effectiveness.

#### UX/SEO Audit | Webook

- Conducted comprehensive user experience (UX) audits to evaluate website usability and identify areas for improvement.
- Collaborated with cross-functional teams to implement audit recommendations and improve website performance and visibility.
- Utilized industry best practices and analytical tools to assess SEO performance and identify optimization opportunities.
- Presented audit findings and recommendations to stakeholders, driving continuous improvement and alignment with business goals.

### MindField Digital Marketing Agency

Beirut, Lebanon (Hybrid)

#### Digital Data Analyst

02/2022 - 10/2023

- Prepare and present value-added analytical reports to the department using On-Page & Off-Page Listening Reports.
- Using Keyword Research to provide valuable insight into the queries that the target audience is searching on Google.
- Help create and prepare requirements for ad hoc reports and trend analysis on digital channels that assist in identifying irregularities or create opportunities for improved sales.
- Develop approaches to analyze self-service customer behavior, including patching, customer profiling, browsing behavior, and customer segmentation; Analyze and report on measured results to potentially improve channel usability containment, success rates, and overall Digital channel performance.
- Provide guidance to digital channel owners and stakeholders by performing Brand Platform Analysis, Cross Channel Brand audit (Quantitative Audit).
- Help with new pitches by collecting and analyzing data insights to propose strategic directions.

### MindField Digital Marketing Agency

Beirut, Lebanon (Remote)

#### Search Engine Optimization

10/2021 - 02/2022

- Research SEO keywords to use throughout the client's website and marketing materials
- Set measurable goals that demonstrate improvement in marketing efforts
- Monitor performance metrics to understand SEO strategy performance
- Efficiently communicate with other marketing professionals to align goals
- Collaborate with others within the marketing department to manage SEO strategy

## Experience

### BAB Middle East

Lebanon (Self-employed, Remote)

#### LinkedIn Content Creation

06/2022 - 12/2022

- Provided valuable posting services to the brand on LinkedIn.
- Assisted the brand in creating and managing engaging content for their online presence through strategic planning and content creation.
- Helped the business enhance its brand visibility and reach its target audience.
- Generating material that is aesthetically appealing and engaging, utilizing appropriate tools and software to edit photos and videos, create images, and write subtitles that are compelling.

## Education

### American University of Science and Technology

Beirut, Lebanon

BS in Digital Marketing

10/2019 - 03/2023

## Awards

- ☐ Dean's Honor List - Bachelor of Science in Digital Marketing

## Certification

Digital Strategy and Business Opportunity — Digital Marketing Institute - Issued February 2024

Digital Channel Planning and E-Commerce Strategy — Digital Marketing Institute - Issued February 2024

Google Analytics Certification — Google - Issued March 2024

Introduction to Data Studio — Google Analytics by Liontech - Issued September 2022

Social Media Marketing — HubSpot Academy - Issued September 2022

Shopify Certification — Template Monster - Issued October 2021

Google Ads Display Certification — Google Ads - Issued April 2021

## CLIENT PORTFOLIO

Decathlon – KSA · OHI Marine – KSA · Cherry Auto – KSA · Najel Organic – KSA · Manoosha – KSA · Hala London – GCC · SimuLead DMCC – UAE · Body Motions – KSA · Emulsion – KSA · Cinnabon – KSA · Oman Post – Oman · Buffalo Wild Wings – KSA · Aljomaih Automotive - KSA · Detasad – KSA · Al Jomaih Automotive – KSA · Saudi Awwal Bank – KSA · Merwas – KSA · King Faisal Specialist Hospital · Texas Chicken – Oman · Texas Chicken – UAE · NHC-Ruwaa – KSA · DETASAD – KSA · BAB Middle East – UAE · GIG – KSA · Riyadh Season · Enjoy Saudi · General Entertainment Authority · Turki Alalshikh

## SOFTWARE & TOOLS

Google AdWords · Google Analytics · Brand24 · Agorapulse · Rival IQ · Sprout Social · Crazy Egg · Talkwalker · Meltwater · Hootsuite · Semrush · Microsoft office · Keyword Planner · Google Trends · Shopify · Canva

## Languages

Arabic Native ●●●●●

English Proficient ●●●●●