

Zaid Alzyod

Summary:

Experienced and self-taught digital marketer and a Google-certified project manager with a track record of driving growth and profitability through more than 250 successful projects. A master of persuasion, adept at convincing consumers to hit that buy button and businesses to invest in emerging solutions. Has a knack for optimizing operations and embracing industry best practices, while still finding time to engage in deep philosophical conversations with Siri.

SKILLS:

Technical Skills: WordPress | HTML/CSS/JavaScript | Google Analytics

Marketing Skills: Strategic Planning | Content Development | Email Marketing | SEO Optimization | Social Media Marketing

Other Skills: Project Management | Analytical Thinking | Problem-Solving | Customer Relations | Data Analysis | Customer Service | Prompt Engineering.

P.S. I'm not including any freelance projects that I have worked on for the past 5 years (there are a lot) and I'm just listing my general experience in companies, agencies, and my own simplified journey to make sure whoever is reading this, isn't falling asleep reading through 9 pages of freelance projects.

Digital Consultant, Jordan Speed Center, Mar 2021 - Feb 2022

- Increased the company's digital presence by 45% through the implementation of new targeting methods on social media, resulting in a 25% increase in website traffic and a 30% increase in leads generated.
- Developed and executed comprehensive digital marketing strategies, resulting in a 33% increase in sales revenue and a 50% increase in customer engagement.
- Built effective campaign landing pages and optimized on-page SEO performance, resulting in a 20% increase in conversion rates and a 15% decrease in bounce rates.
- Launched and managed a national go-kart event, attracting numerous drivers and sponsorship opportunities through targeted PPC campaigns and influencer deals.

Project Manager, Knnit Magazine, Aug 2019 - Nov 2021

- Built an innovative PR campaign leading to 410k+ new impressions and increased revenue by 31%
- Developed digital strategies to expand brand awareness and increase lead generation
- Analyzed creative growth strategies and dashboards to increase revenue and implemented SEO experiments

Digital Media Manager, Media Pisces(Freelance), May 2017 - Current, Amman

- Managed creative processes from concept to completion, leading to 86+ websites and 110+ social campaigns for clients worldwide
- Provided creative leadership to team members across design, copywriting, and SEO sectors
- Developed and executed business plans and digital strategies to drive measurable business results

Education:

I'm self-taught in everything from coding to becoming a certified Google project manager - It's kind of a secret superpower and it's cool.

Languages:

English - Fluent

Swedish - A1

Arabic - native

Not convincing? I hear you. Take a look at what people are saying about your next hire :

1. <https://www.freelancer.com/u/alzyoudy>
2. <https://www.fiverr.com/zaidalzoyoud>

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