



RAMI SINJAB

Digital Marketing Manager / Consultant



PROFILE

As an organized and highly active individual, I love the challenge of working within a dynamic and fast paced working environment, the knowledge gained from my experience in my field in many industries has shaped my ability to adapt quickly, think creatively, and work efficiently as a part of a team or on my own; Outside of work I enjoy coding, dancing Dabkeh, Lifting Weights, and Cooking.



CONTACT

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Portfolio



SKILLS

Adobe Creative Suite



Data Analysis



Google Analytics



Microsoft Office



Paid Digital Advertising



Hootsuite



EMPLOYMENT HISTORY

Digital Marketing Manager | HP
AUG 2018 – PRESENT

- Build yearly plans, and ensure to achieve best ROI;
- Drive and develop an integrated digital marketing strategy;
- Develop and execute comprehensive marketing plan to drive growth and market share in the GCC market;
- Ideate and localize marketing strategies and oversee their execution;
- Briefing the agency on the strategy and developing the proper media plans
- Managing quarterly budgets;
- Working closely with product managers, and account managers in order to build the best strategy to achieve the best business results;
- Generating and analyzing weekly reports, and optimizing campaigns based on the reports;
- Creating Programmatic, SEM, Social Media, Mobile and e-tailer plans;
- Working closely with media suppliers to ensure the best value possible;

Digital Marketing Manager | 15 SECONDS ADVERTISING AGENCY
MAY 2016 – FEB 2018

- Creating digital media content;
- Thinking creatively to achieve the maximum reach possible;
- Developing social media strategies for clients;
- Acting as a lead manager for Social media;
- Creating online marketing campaigns on different social media platforms;
- Generating and analyzing weekly reports;

Digital Media Designer | 15 SECONDS DIGITAL SOLUTIONS
MAR 2014 – APR 2016

Designer | CK ARCHITECTURE & INTERIORS
FEB 2012 – FEB 2014



EDUCATION

UNIVERSITY OF MARYLAND 2016-2017
Digital Marketing, Certificate.

ARAB INTERNATIONAL UNIVERSITY 2007 - 2016
Architecture, B.Archs.

AL-WATANIAH SYRIAN SCHOOL 2003-2007
High School.



CERTIFICATES

- o CompTIA Security+ (SY0-401) Compliance and Operational Security
- o CompTIA Security+ (SY0-401) Network Security
- o Hardware for CompTIA A+ (220-901)
- o Graphic Design & Illustration Using Adobe Illustrator
- o Autodesk certified user: AutoCAD