



# 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



Social Media



## EMPLOYMENT HISTORY

### Marketing Campaign Manager | Personal Systems | HP FEB 2021 – PRESENT

- End-to-end campaign management and optimization of online, mobile, social, programmatic, and video advertising campaigns.
- Provide inputs to Media, Analytics & Insights for localized media execution.
- Partner with data scientists to optimize audiences for campaign execution.
- oversee campaign performance measurements and help optimize for future campaigns.
- Compile learnings and share best practices across teams.
- Work with internal and external stakeholders to drive the best possible campaign results.
- Content compilation.
- Responsible for the creative delivery of the campaign, either leveraging from global assets or briefing an agency to deliver localized assets.
- Work closely with the digital platforms to optimize content running in-market to achieve best engagement and sales performance.

### Digital Marketing Manager | HP AUG 2018 – FEB 2021

- Build quarterly 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 agencies and developing the proper creative and 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

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

### Designer| CK ARCHITECTURE & INTERIORS FEB 2012 – FEB 2014



## EDUCATION

The Open University NOV23  
Technology Management, MBA.

Google JUN20  
Digital Marketing, Certificate.

UNIVERSITY OF MARYLAND JUL17  
Digital Media & Multimedia, Certificate.

ARAB INTERNATIONAL UNIVERSITY JUN16  
Bachelor's Degree



## CERTIFICATES

- o Fundamentals of Digital Marketing – The Open University UK
- o Facebook Certified Media Planning Professional - Facebook
- o Facebook Certified Media Buying Professional - Facebook
- o Facebook Certified Digital Marketing Associate - Facebook
- o Google Ads – Measurement Certification - Google
- o Google Ads Video Certification - Google
- o Google Ads Display Certification - Google
- o Graphic Design & Illustration Using Adobe Illustrator - Adobe