

# HANI ALABADI

## GA, AdWords & Hubspot Certified Digital Marketing Specialist

### CONTACT

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### EDUCATION

Information Technology

Al Quds College

Amman, Jordan

2002

### RELEVANT COURSES

Introduction - EMBA by

Quantic School of

Business and

Technology

### SKILLS

Strategic planning

Multilingual

Data analysis

SEO/SEM

PPC advertising

Lead generation

### CAREER OBJECTIVE

Diligent digital marketer with over ten years of experience in spearheading and supervising robust and successful digital marketing strategies & campaigns. Will bring forth in-depth knowledge and expertise coupled with keen attention to detail, analytical skills, and organization management ability.

### WORK EXPERIENCE

#### Digital Marketing Specialist

True Food Living / Mar 2020 - Present / Petaluma, CA

- Introduced a holistic paid acquisition strategy, leading to an ROI of 44% for every dollar spent.
- Overhauled the website and Implemented rigorous A/B testing and optimization to improve lead generation by 70%.

#### Digital Marketing Specialist - Remote

Sinbad Voyage / Dec 2018 - Oct 2020 / New Cairo. Egypt

- Created customer segments and broke out the cost to acquire each customer segment through various marketing channels resulting in reduced ad budget for underperforming channels and improving overall ROI by 22%.
- Grow new leads, including marketing-qualified leads, converting site traffic through calls-to-action, landing pages, and lead generation content resulted in a 75% increase in revenue.

#### Digital Marketing Specialist – Remote

Travel Jordan Agency / May 2008 - Dec 2018/ Amman. Jordan

- Established an online travel agency by utilizing my previous knowledge of eCommerce, website development, digital marketing. Paved the way for creating a lucrative business from ground zero to a 6-figure gross income and a team of 10.

## CERTIFICATIONS

- Google Ads Search/Ads Display.
- Google Analytics Individual Qualification (IQ).
- Google Analytics for Power Users.
- Google - Introduction to Data Studio.
- Google Tag Manager Fundamentals.
- HubSpot Certified Content Marketing, Inbound Marketing, and Email Marketing.
- Microsoft Advertising Certified professional.
- Digital Marketing Strategy by Skye Learning.
- Twitter Flight School Video Badge.
- SEO Fundamentals by Semrush
- MailChimp Certified

- Supervised testing and data analysis, identified the best performing channels and doubled down on those channels resulting in a total ROI lift of 35%.
- Built out a robust data collection culture and A/B testing to improve campaign performance, leading to an average improvement of 66% from campaign start to campaign end.

## Digital Marketing Specialist

Various Companies / Jun 2002 - Apr 2008 / Amman, Jordan

Jeeran: Content marketing specialist

- Led and created campaigns for UNICEF and Herbal Essences using an in-house blog platform, creating a dynamic story and authentic brand experience led 75% increase in comments & social share.
- Introduced content with on-page/off-page optimization. Managed inhouse banner system across the platform to serve as traffic pipe and backlink resulted in a 150% increase in inbound traffic.

Genie Soft: Junior product marketing manager

- Consulted the product team and educated both internal and external stakeholders about our backup solution software features and their benefits resulted in a 45% ROI.
- Guided the sales team members on calls with prospects to provide deeper dives into the software, resulting in a 15% increase in revenue.

Batelco: Web project coordinator & support

- Oversee and preserve formal procedures to increase productivity, which drove consistent service delivery and increased customer satisfaction by 70%.
- Developed project life cycle documents (the scope of work, requirement document, functional specification, status report, meeting summaries, client approval forms resulted in saving 10 hours of manual tasks.

SpiderXL: SEO & website administrator

- Executed all SEO efforts and conversion funnels to generate 4,000 monthly unique visitors to the site and \$5.000 thousand in new monthly revenue
- Implemented an A/B testing framework for SEO purposes for all content, which improved the rank for targeted keywords by 33%.