



Hasan Marwan Muhanna

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Academic Education

BA in Business administration in English -Islamic university of Gaza - 2020/05 – 2016/06
GPA: 86.32%

Work Experiences

Digital marketing manager – Portals for business development and marketing
2023/01 – Present

Roles:

- I have been managing social media presence, overseeing content creation, audience engagement, and targeted ad campaigns.
- I have been successfully managing and optimizing pay-per-click (PPC) campaigns on Google Ads and social media channels "Twitter, Instagram, TikTok, LinkedIn, Snapchat, Facebook"
- I have been monitoring key performance metrics, generating insightful reports, and making data-driven strategy adjustments.
- I have been optimizing conversion paths and user experience, which has led to a 5% increase in conversion rates.
- I have been allocating and managing the digital marketing budget, achieving maximum ROI through strategic spending.
- I have been collaborating cross-functionally with design, content, and development teams to ensure cohesive campaigns.
- I have been staying updated on industry trends and emerging technologies, implementing innovative strategies.
- I have been conducting competitor analysis, identifying opportunities for differentiation and continuous improvement.

Social media marketing specialist – Portals for business development & marketing
2022/12 – 2020/06

Roles:

- Developing and implementing new social media strategies and plans to attract potential clients and increase brand awareness.
- Producing original social media, website content and assisting in the management of promotional budgets.
- Working closely with marketing managers, and produced detailed reports.
- Assists in evaluating and monitoring of marketing activities.
- Manage SM channels for clients.
- Assists in CRM.

Courses/Certifications

- Innovation competition camp/ Coordinated by Business and Technology incubator "BTI".
- Erasmus virtual exchange certificate
Which is held by Soliya's and aims to develop key knowledge, relationships, and 21st-century skills through online meetings with persons from different countries.
- Workplace success training and virtual jobs – Palestinian education institution for Employment "EFE"
- Inbound Marketing Certification – HubSpot Academy
- Conversion Rate Optimization course – Udemy with Roben de Boer
- Sales Meeting Targeted for Business – Gaza Sky Geeks

Languages

Arabic
English

Spoken

Excellent
Good

Written

Excellent
Very Good

Skills

- Dealing with Microsoft office programs.
 - Dealing with managerial programs e.g.: slack, Trello ...etc."
 - Time management.
 - Communication skills.
 - Analytical skills.
 - Problem solving skills.
 - Work with group.
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Programs:

- Google Analytics
 - Google Tag Manager
 - Google Ads
 - Meta Business Manager
 - Social Media Ads Managers "Meta, Snapchat, Tiktok, LinkedIn, Twitter"
 - Heatmap Tools (e.g., Hotjar, Crazy Egg)
 - Email Marketing Platforms (e.g., Mailchimp, HubSpot)
 - Content Management Systems (e.g., WordPress, Drupal)
 - Social Media Management Tools (e.g., Hootsuite, Buffer)
 - CRM Systems (e.g., Salesforce, HubSpot CRM)
 - Data Analytics and Visualization Tools (e.g., Tableau, Google Data Studio)
 - Conversion Rate Optimization Tools (e.g., Optimizely, VWO)
 - Project Management Tools (e.g., Asana, Trello)
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Previous Works "as a link"

Social Media and Google Ads:

<https://drive.google.com/drive/u/o/folders/1Or6H6Bq8w4NRI1vVc2PQGcgV6EMIUN3T>

Marketing Plans and Reports:

https://drive.google.com/drive/u/o/folders/1qr_b_bmNAZGe1iafARYNnUMYL5-NlVq5