

ZUHAIR ABU AL-RISH

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Key Achievements

KSA – Chrysler Group

- ROI improvement (CPL – Lead generation – Digital Media Budgets)
- Website: First & separated POC (Pre owned cars) website in Saudi market
- Social media Presence (Engagements – Content – CRM)

Jordan - Alwaseet Paper

- Generating 6 figures of Online Auctions revenue from Jordan online Market
- Generating 7 figures of direct sales revenue
- Jordan web awards 2008 gold medal for www.ewaseet.jo (eCommerce field)

Professional Experience

2014: Digital Marketing Manager (Chrysler Group Saudi- UMC)

- Devising strategies to drive online traffic to the company's websites.
- Managing online brand and product campaigns to raise brand awareness
- Tracking conversion, goals, and funnels, for all websites.
- Developing and managing digital marketing campaigns.
- Utilizing a range of techniques including, SEO and PPC.
- Overseeing the social media strategy for the company.



2014: Digital Marketing Lecturer (DM3 Institute)



DM3 Institute (formerly the Digital Marketing Institute Middle East) is a regional leader in the delivery of social media and digital marketing/ online marketing training and certification programs. With offices in Dubai, Riyadh and Jeddah, the DM3 Institute delivers a range of programs that are designed to support economic and workforce development in the region by promoting digital marketing / online marketing as a key strategic business tool. I am glad to be part of DM3 Institute and take on the Social Media Marketing, SEO, Display advertising, email and mobile marketing lectures to share my knowledge and expertise in the field.

Certificates:

- CSDE (Certified Social Media & Digital Marketing Expert)
- CSMM (Certified Sales and Marketing Manager)
- Digital Marketing Diploma
- Google AdWords & Analytics

Education

- B.A .Marketing (Arab Open University)
- Diploma Degree/Computer Science from (Al-Quds Collage)