

Hany Darwish

Web Development Specialist & Email Marketing
Manager at Diar Developments



Hi My name Hany Darwish

I'm 41 years old I started my career more than 20 years ago in the field of web development I learned a lot and implemented many successful projects it will be attach

During this period, I was always interested in learning and increasing my professional experience I try to always be evolving and keep up to date with everything new in my field. I made a lot of effort and hard work

Until the day I realized that I was missing the most important thing at this point. It is marketing and digital marketing

Because of that I decided to stop for a while and reconsider all my calculations and think carefully The importance of learning digital marketing skills

And I seeks for a position with a top technology firm

CONTACT

Tel :

+2 0122 15 63 252

Email :

Hany.freestyle4u@gmail.com

Address :

Egypt - Alexandria

SOCIAL MEDIA

Facebook :

facebook.com/hanydarwish.info

Linkedin :

linkedin.com/in/hany-mdarwish

Certifications

- *Advanced Digital Marketing*
- *Fundamentals Of Digital Marketing*
- *Digital Marketing Challenger Track*
- *Digital Marketing Professional*

Experience

Diar Developments , Web Development Specialist

2010 - Present (12 years)

Cairo, Egypt

- *One of the most important work precedents that I am proud to continue until now*
- *10 years of developing the site to keep pace with current updates.*
- *I was able to build a real identity for all digital marketing requirements by adhering to on-brand*
- *Achieve more than 70% of awareness among our customers, and a high rate of conversion*
- *A permanent review of the redirect rate of keywords in search engines*
- *Developing email campaigns and achieving the highest conversion rate in 2021*

ETMAN GROUP , Social Media Manager

2019 - 2021 (2 years)

Alexandria, Egypt

- *Achieved more than 600K engagement from day-to-day handling our social media channels.*
- *Create more than 10 buyer persona relate to our industry.*
- *Create more than 800 piece of content for all our platform.*
- *Raising awareness among all our current clients.*
- *Review and submit quarterly reports on all our activities.*

Perfect Engineering Work , Search Engine Optimization Manager

2018 - 2019 (1 year)

Alexandria, Egypt

- *Identify our Marketing Objective and KPIs*
- *Identify our buyer persona to better target identified audiences*
- *Work towards Organic search optimization and ROI maximization*
- *Monitor redirects, click rate, bounce rate, and other KPIs*
- *Prepare and present reports regularly*

Education

Alexandria University

Bachelor of Arts - BA, Philosophy · (2004 - 2008)