

Yazeed Fayez Al-Kloub



0796691926 | [Yazed@earthbranchi.com](mailto:Yazed@earthbranchi.com) | 26/04/1991 | Amman

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**Professional Summary:**

A passionate digital marketing expert with high capabilities, able to create and handle full digital marketing channels with applied branding that conserves the identity of any firm, I also have excellent experience in various relevant applications such as Adobe Photoshop, Illustrator, After Effects, and more.

My outstanding experience and approach to engaging viewers and improve traffic quality and quantity, always led to more sales revenues, I aspire to partner with highly reputable firms that believe in the rapidly developing markets and the digitalization of all the business tools, especially the marketing and e-commerce where I build my experience.

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**Key technical and behavioral Skills:**

**Technical**

MS Office, Google Drive, Zoho

Adobe Photoshop, Illustrator, After Effect and Lens studio.

Facebook business manager, Google Ads Snapchat Ads, Twitter Ads, and LinkedIn Ads.

Wordpress, Woocommerce , HTML, CSS

**Behavioral**

Team Player, Fast learner

Adaptable, Flexible

Strong organizational and Time-management skills

**Language skills:**

Arabic (Mother Tongue) English ( good)

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**Professional Experience:**

**Systechzone.com**

**17/08/2020 - Present**

**Digital Marketing Consultant ( Part-time)**

Systechzone is a Technology consulting firm, that provides digital transformation services for a wide scope of industries. we provide proficient services to help your business deliver the peace of mind that goes hand-in-hand with optimal efficiency.

**Responsibilities:**

- Search engine optimization for WordPress ( Onpage and off-page).
- Social media advertising.
- Managing Emails – Mailchimp + Zoho
- Art directing – Develop and Following the Branding Guideline

**HabaaWmntoor ( Part-time)  
Digital Marketing Executive,**

**01/09/2020 - Present**

We established online plants shop in Amman to be the biggest plants shop in Jordan that provide all kind of agricultural solutions for indoor vertical green walls and potted plants.

**Responsibilities:**

- Website Creation ( [Habaawmntoor.com](http://Habaawmntoor.com))
- Social Media Advertising
- Marketing Planning
- Direct Sales and Marketing
- Online Communication and Online Business deals researcher.

**Etqanshamal Full Time  
Partner - Digital marketing service provider**

**01/02/2019 - 02/01/2020**

Etqansh is a consultation company in KSA that provide business administration solutions and digital marketing services, launched in partnership with Alrajhi in Skaka to build an olive's oil manufacture and support other business.

**Earth Branch, Full Time  
Owner**

**01/2017 - 07/2020**

Earth Branch is basically a group of media and communication experts capable of forming linkages across the business leaders and the targeted groups in order to maximize the benefit of all parties through Marketing, Awareness Identification, and knowledge sharing; we believe we have all it takes to make your businesses flourish

**Main Clients:**

- Al Dahra UAE, Linkedin and Instagram content and design along with strategy
- GTS - Digital Marketing Consultation - 3 months
- Cwet.jo Digital Marketing on 2018 - 2021
- USAID funded projects ( Greenhouses, GGF)
- Switchmed Green Entrepreneurship Program
- Accompleaseh for corporate coaching
- Signsystems.us USA
- Blue Stores home appliances Mall
- EV King Car trading Company
- Gowarah cactus and succulents shop
- Lines for Landscaping

**Petra GCE, Digital Marketing officer**

**Jan 2016 to Oct. 2017**

Petra Green Community Enterprise is a company that analyzes the needs of sustainable solutions for the communities and develops eco-friendly products to solve environmental issues.

**Responsibilities:**

- Search engine optimization

- Social Media Management
- Managing Emails – Mailchimp
- Art directing – Develop and Following the Branding Guideline
- Website Development and content updating.
- Direct Sales and Marketing
- Online Communication
- Online Business deals researcher

### **Extra-Curricular Professional Experience**

#### **Partnership:**

**Member of [Dollany Jordan](#)** - Partner with [PJU](#) :

Event Link <https://web.facebook.com/events/740854776427229/>

Website: <http://silkroad.pjf.io/>

#### **Volunteering Experience:**

Social media Managements and design :

1. Provide training for GIZ partners ( IRADA )
2. Green Generation Foundation - Designer “Publications”
3. Mercy celebrity Volunteering - Management / at V-Business Center
4. Lecturer and trainer for several NGOs

### **Education:**

**BS.C - Land and water management**

2009 - 2014

Hashemite University - Jordan – Agriculture Engineering

#### **Professional Courses:**

- Google Ads Display Certification ([Link](#)) 2021
- Google SEO - Edraak 2019
- Google Ads Training - Google By Ameen Awad 2019
- Search engine optimization - MOZ - Udemy 2019
- Social media and SEO workshop - Henley Academy 2016
- Zinc Entrepreneurship - Zain Co. - Amman 2016
- Green Entrepreneurship - BDC - Amman 2016
- Startups Entrepreneurship - Oasis500 - Amman 2016
- **Online Courses: “self-learning”**
  - Google Ads Remarketing
  - Google Ads Marketing
  - Search engine optimization - basics
  - Search Engine Optimization tips and tricks
  - Google Adsense - Lynda - Udemy
  - Creating cartoon clips in CrazyTalk animator and Adobe After effects
  - Facebook blueprint
  - Adobe Photoshop Basics - Adobe Photoshop for Images
  - Advanced Adobe Illustrator For Printing