Ziad Salah

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SUMMARY

Ziad brings a diverse range of skills to the table, with expertise in cybersecurity, penetration testing, marketing, programming, business development, web development, app development, and prompt engineering. This unique combination allows him to positively impact any team or project.

EXPERIENCE

Marketing Manager

Graphics Studio   January 2024 - April 2024, Giza

· Spearheaded the development and execution of strategic marketing initiatives to elevate brand awareness, attract new clientele, and propel sales growth for the graphics studio.

· Key Skills:

· Content Craftsmanship: social media posts, email marketing campaigns, and compelling marketing collateral to effectively communicate the studio's services and expertise.
· Market Savvy: Conducted thorough market research to understand target audience preferences, competitor strategies, and current industry trends.
· Digital Dexterity: Managed and optimized online advertising campaigns to reach specific target audiences.
· Data-Driven Decisions: Tracked and analyzed marketing campaign performance to gauge ROI and identify areas for optimization.
· Collaborative Catalyst: Fostered effective collaboration with designers, sales staff, and other team members to achieve overarching marketing goals.
· Developed and executed comprehensive digital marketing strategies that increased lead generation by 35% through SEO enhancements, targeted email campaigns, and social media engagement using tools like Google Analytics, MailChimp, and Hootsuite.

Copywriter

A to Z agency   October 2023 - January 2024, Giza, dokki

· Highly skilled copywriter with a proven track record of creating impactful marketing copy across diverse channels. Adept at collaborating with cross-functional teams to develop and execute successful marketing campaigns. Possesses a strong desire to expand marketing skillset and contribute strategically to achieving organizational goals.

· **Key Skills:**
· **Content Development:** Website copy, social media posts, email marketing campaigns, and other marketing collateral.
· **Audience & Market Research:** Conduct in-depth research to understand target audiences and competitor landscapes to inform copywriting strategy.
· **SEO Optimization:** Integrate SEO best practices to enhance content discoverability.
· **Teamwork & Communication:** Collaborate effectively with cross-functional teams (design, marketing specialists) to ensure seamless project execution.
· **Continuous Learning:** Eager to expand marketing knowledge and stay updated on industry trends and best practices.
· Generated a 25% increase in engagement by crafting compelling content for marketing campaigns, utilizing SEO techniques and analytics tools like Google Analytics.

PROJECTS

Co-Founder

IMP · May 2023 - January 2024

· Taking the entrepreneurial leap, I launched my independent marketing agency online. This venture proved to be an invaluable training ground, honing my marketing expertise and propelling me to new levels of skill development.

· Here's how this experience has amplified my skillset:
· **Strategic Acumen:** Building a successful agency demanded a keen understanding of the digital marketing landscape. I developed a strategic mindset, enabling me to analyze market trends, identify client needs, and craft tailored marketing plans.

· **Client-Centric Approach:** Working directly with clients fostered my ability to build strong relationships, understand their unique goals, and translate them into actionable marketing strategies.

- **Resource Management:** Running a solo agency required effective resource management. I honed my time management, budgeting, and project planning skills, ensuring efficient delivery within budget constraints.

- **Data-Driven Decisions:** Success hinged on data analysis. I learned to track and interpret marketing campaign performance, drawing insights to optimize strategies and maximize ROI.

- **Adaptability & Flexibility:** The online marketing landscape is dynamic. I developed the agility to adapt to industry shifts, embrace new technologies, and continually improve my skillset to stay ahead of the curve.

EDUCATION

Ethical Hacking

Minor in programming for automation and security · Cisco · California, USA · 2024
- I was learning Security since 2018 when I was 9 yo
- I have installed kali linux and start playing on it then i got some youtube knowledge in security and operating systems
- I came back to security as Ethical Hacker not Amateur

Python Essentials 1,2

Minor in non · Cisco · California ,USA · 2024
- I learned python for automate my tasks and because the security eng sould be able to coding perfectly in one programming language at least

Network Defence

Minor in non · Cisco · California, USA · 2024
- After I learned Network-Basics I learned Network-Defence also In order to adapt to all situations and help all neighboring centers

CERTIFICATIONS

google marketing certificate

Google · 2024
- I ´v got google marketing certificate in 2022 when I was 14 yo
- I started in studying business and improve my skills in age of 13

SKILLS

Programming:
Python
Golang
html ,css ,javascript
Problem-solving
Critical thinking

Business:
Marketing
Leadership and Managment
Financial accounting
Team mangemint
 Digital advertisenig
Fast learning
Communication

CyperSecurity:
Penetraion-testing
Owasp
Networks
Databases
Linux
Operating systems
Social engineering

Languages:
Arabic (C1)
English(B2)
Spanish(A2)

AI:
Prompt Eng
Generative Ai
Ai Work-Flow