



IBRAHIM SYOURI

Advertiser Developer Designer

Ibrahim Syouri

Product Engineer

Proven Results-Driven SEO Strategist
E-commerce Growth Marketer
Expert Software Engineer (Web & App)
Boosting Digital Revenue and ROI for Businesses

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Ibrahim-Syouri



Education

Bachelor's degree
Computer Information System
University Of Jordan



Languages

Arabic : Mother Tongue
English : Intermediate



Certifications



Social Media
Marketing
Certification
HubSpot



Google
Campaign
Manager
Certification
Google



Content
Marketing and
SEO
Fundamentals
Semrush



Bootstrap
Development
Certification
EDUONIX

About

Bio

Accomplished professional adept at balancing the roles of Product Engineer (Software) and Head of SEO & Web Development concurrently, I seamlessly integrate technical prowess with strategic marketing insight to drive success. At Mama's First, I lead the development of cutting-edge ecommerce websites and mobile apps, optimizing user experiences and driving online sales of baby products through innovative growth marketing strategies. Simultaneously, at BoldPro, a leading agency, I spearhead a dynamic team in crafting robust SEO and web development solutions for a diverse array of client accounts, amplifying brand visibility and fueling revenue growth. My expertise spans software engineering, growth marketing, and SEO strategies, honed through hands-on experience in pioneering the development of state-of-the-art websites and mobile applications. Proficient in crafting solutions that optimize user experiences and drive online sales, I excel in leveraging innovative growth marketing tactics to propel brands to new heights. Additionally, my adeptness at collaborating with cross-functional teams ensures seamless integration of technical and marketing strategies, resulting in impactful outcomes that resonate with audiences. My track record of success in both technical and marketing domains underscores my adaptability and unwavering commitment to delivering transformative results.

Aug 2022 – Present
Kuwait

Product Engineer Mama's First

Full-Time
Remote

Key Contributions

At Mama's First, I am instrumental in reversing a downward trend in online sales and driving substantial revenue growth. By spearheading the management and development of Adobe Commerce Cloud (Magento) and Shopify e-commerce platforms, as well as designing and launching a Flutter-based mobile application, I strategically implement new features and enhancements that elevate sales performance and optimize user experiences.

Achievements

- Rescued the business from ineffective marketing strategies with 150% ROAS, achieving 1200% ROAS and significantly boosting online revenue within 6 month.
- Increased mobile app installations by 80% through targeted promotional campaigns & store optimization.
- Improved customer satisfaction scores by 50% through enhanced user experience and faster response times.

Duties

- Managed and developed Adobe Commerce Cloud (Magento) and Shopify e-commerce platforms.
- Designed and developed a Flutter-based mobile application integrated with e-commerce platforms.
- Provided comprehensive technical support and resolved diverse challenges.
- Orchestrated digital marketing campaigns on Google Ads and Facebook, achieving an exceptional Return on Ad Spend (ROAS) increase.
- Integrated the Odoo system with e-commerce platforms for optimized management processes.
- Enhanced operational workflows by implementing a Delivery Management System (DMS).
- Tracked cash flow and provided financial insights.
- Initiated continuous improvement initiatives and played a key role in quality assurance.

Oct 2023 – Apr 2024
Amman, Jordan

Head of SEO & Web Development BoldPro

Full-Time
Hybrid

Key Contributions

At BoldPro, I turned around the company's declining client base and revenue through strategic SEO and web development initiatives. I managed all aspects of SEO strategy, web development, UI/UX design, and server administration, ensuring seamless integration and optimal performance across all projects.

Achievements

- Turned around a declining client base, increasing client retention rate by 60% through proactive communication and timely project delivery.
- Improved website load times by 40% through server optimizations and code enhancements, leading to a 30% increase in user satisfaction.
- Achieved a 75% improvement in search engine rankings for key client websites, resulting in increased organic traffic and enhanced brand visibility.

Duties

- Managed SEO strategy, web development, UI/UX design, and server administration.
- Completed over 200 website projects for clients across the Middle East and GCC region.
- Implemented growth marketing initiatives, including Google Ads campaigns.
- Facilitated clients' online presence and optimized for local search.
- Produced high-quality, SEO-optimized content and resolved technical issues.
- Procured technology equipment and provided technical support.
- Led client projects from proposals to execution and reporting.
- Conducted performance analysis of SEO campaigns and marketing initiatives.
- Nurtured client relationships by actively gathering feedback and addressing inquiries.

Jul 2022 – Oct 2023
Amman, Jordan

SEO & Web Specialist BoldPro

Part-Time
Remote

Duties/Achievements

- Independently executed SEO campaigns and website optimizations, driving significant improvements in search engine rankings and enhancing overall user experience for clients.
- Developed custom UI/UX designs and managed server infrastructure, ensuring optimal website performance and responsiveness across various devices and platforms.

- Actively participated in web development tasks, including coding and implementing new website features and functionalities, aligning with client specifications and industry best practices.
- Collaborated closely with clients throughout the project lifecycle, from requirements gathering to delivery, ensuring alignment with their business objectives and fostering strong, long-lasting relationships.

Skills

Search Engine Optimization (SEO)

★★★★★

HTML/CSS

★★★★★

Photoshop/Adobe Collection

★★★★★

Magento/CMS

★★★★★

Digital Marketing Performance

★★★★★

Tracking

★★★★★

Analitical

★★★★★

CPC/PPC

★★★★★

Photography/Branding

★★★★★

Problem-solving

★★★★★

UX/UI

★★★★★

REACT.JS/PHP (laravel)

★★★★★

MS Office

★★★★★

Oct 2021 – Jun 2022

Amman, Jordan

Senior Web Developer & SEO

ABS Network

Full-Time

On-Site

Duties/Achievements

•Developed and maintained 14 websites (until now) for the agency in different majors.

•Implemented Google-based SEO and ad campaigns to meet budget specifications.

•Improved performance and reliability of databases, web services and other integrations.

•Authored code fixes and enhancements for inclusion in future code releases and patches.

•Configured new two servers (dedicated & VPS) with UBUNTU and NGINX.

•Setting up the servers and implement some hardening techniques.

•Completed analysis task on inventory for the company information technology resources including websites, assets, etc,

•Planned website development, converting mockups into usable web presence with HTML, PHP, JavaScript, AJAX and JSON coding.

•Cleaned up the website databases and remove vulnerable/not-needed modules (sites sizes were reduced by 70%)

• Cleaned up resources from server reducing space from 16tb to 250 GB

•Implement some security techniques Like installing SSL certificates on all instances and configuring DNS servers (Cloudflare for added security)

•Initiated SEO cleanup and best practice (increased visibility by 30%)

•Initialed web sites performance tweaks (300% fast than the initial phase)

•Worked with product owners on the media monitoring solution

•Worked on reporting and google analytics (set up for all websites)

•Worked with editors to improve cornerstone content (SEO)

•Improved google appearance for A24 agency and AL Ajlouni name

•Provided front-end website development using WordPress, Bootstrap Studio, and other editing software.

• Implemented website maintenance, content management, updates and security resource tutorials to assist end-user training.

May 2019 – Oct 2021

Amman, Jordan

Ecommerce Manager

Syouri Outlet

Full-Time

Hybrid

Duties/Achievements

•Analyse new market trends, business opportunities and market segments in global and local landscape

•Analyse past performance of collections, categories and campaigns to improve the marketing effectiveness and ROI

•Analyse service quality and customer satisfaction

•Monitor and track business competitors

•Maintained established levels of goods and stock control based on sales forecasts and demand to fulfill orders on time.

•Trained new staff on Duties/Achievements, company policies and safety procedures for rapid onboarding.

•Handled day-to-day shipping and receiving overseeing more than 100 packages per day.

•Negotiated with 7 different delivery companies and received annual contracts resulting in cost savings of 50%.

•Conducted testing and review of website design for responsiveness, clarity and effectiveness.

•Build a digital appearance and increase brand awareness

•Develop and maintain digital marketing strategies such as Facebook/instagram ads, SEO/SEM, Google ads and more...

•Manage and develop all social media channels with unique and engaging content (facebook, inastgram....) and transform to sales channels(Facebook shop, Google shopping....)

•Directed traffic growth strategies, including SEO, affiliate linking campaigns, content distribution, email marketing and trackbacks.

•Boosted web traffic and online sales by improving navigation

•Developed Shopify e-commerce website to reduce cart abandonment rate by 48%, resulting in increased online sales after go-live date.

•Completed full redesigns of existing websites to improve navigation, enhance visuals and strengthen search engine rankings.

Jun 2018 – Dec 2019

Amman, Jordan

Creative Strategist & Digital Marketing

Flare Studio Graghic & Design

Full-Time

On-Site

Duties/Achievements

•Designing covers and spreads.

•Commissioning illustrations and additional design work.

•Managing in and out-of-house designers.

•Managing graphic designs from conception to delivery.

•Reviewing junior designer drafts to ensure quality.

•Generating fresh concepts.

•Developed digital sales solutions.

•Preparing and checking files for print.

•Increased customer engagement through social media.

•Created unique and engaging content for range of social media platforms including FaceBook and Instagram.

•Defined and tracked campaign effectiveness and adjusted strategies accordingly.

•Designed and presented social media campaign ideas.

•Stayed updated with latest marketing concepts and techniques.

Founder & Managing Director

Outlet Express

May 2017 – Jun 2018

As the Founder & Managing Director of Outlet Express, I built and managed a full-stack e-commerce website, transitioning to an open-source platform for ease of inventory management. My strategic marketing and sales initiatives led to remarkable business growth.

Digital Marketing Manager

Syouri Outlet

Aug 2015 – Sep 2016

As Digital Marketing Manager, I enhanced the company's digital presence by implementing targeted social media campaigns and SEO strategies, resulting in a 30% increase in customer engagement and a 25% boost in online sales.

Assistant Store Manager

Markato Outlet

Apr 2011 – Aug 2012

As Assistant Store Manager, I assisted in developing sales strategies and improved operational efficiency, contributing to a 15% increase in sales and enhancing customer satisfaction.

Web Developer

WebTeck

Sep 2016 – May 2017

At WebTeck, I developed and built e-commerce websites using various CMS platforms and coding languages. My contributions significantly improved website performance and security.

Store Manager

Syouri Outlet

Jun 2014 – Aug 2015

As Store Manager, I optimized store operations, trained a team of 15 employees, and implemented sales strategies that increased store revenue by 20% over one year.

Retail sales

Markato Outlet

Feb 2010 – Apr 2011

As a Retail Sales associate, I consistently exceeded sales targets by 10% and initiated a customer feedback system that improved service ratings.