

Mohammad Aref Khalil

Senior Digital Marketing Specialist | SEO, AEO & AI Search | Consultant & Trainer

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PROFESSIONAL SUMMARY

Senior Digital Marketing Specialist with 10+ years of experience across agencies, telecom, and commercial environments, including 5+ years leading digital growth work at Ooredoo Palestine. Specialized in SEO, AEO, AI Search Optimization, ASO, CRO, UI/UX, content strategy, performance marketing, analytics, and mobile-first website optimization. Strong ability to translate search data, user behavior, and campaign performance into improved visibility, stronger customer journeys, and measurable business impact across digital experiences.

CORE COMPETENCIES

Search & AI Visibility	Digital Growth	Web, App & UX	Analytics & Tools	Practical Training
Technical SEO, content SEO, keyword mapping, search intent, AEO, AI Search Optimization, schema recommendations, internal linking, content clusters	Google Ads, paid media, campaign planning, conversion tracking, landing pages, acquisition, retargeting, performance optimization	Website operations, mobile-first UX/UI, CRO, customer journeys, ASO, landing page optimization, Arabic/English content experience	GA4, GSC, GTM, Looker Studio, Google Ads, Google Business Profile, Screaming Frog, SEMrush, PageSpeed Insights	Hands-on workshops built around real marketing tasks, live examples, exercises, and clear implementation steps.

SELECTED IMPACT AREAS

- SEO and AEO programs: website audits, keyword mapping, metadata, schema recommendations, internal linking, content clusters, and AI Search readiness.
- Website and app optimization: mobile-first content, service pages, campaign pages, app store visibility, UI/UX reviews, CRO, and end-to-end customer journeys.
- Performance marketing and measurement: Google Ads, paid media, conversion tracking, GA4/GSC reporting, dashboards, and actionable KPI analysis.
- Cross-functional delivery: coordination with IT, product, design, content, business teams, vendors, and agencies to deliver high-impact digital initiatives.
- Workshop-first approach: clear explanation, guided practice, review, and implementation tasks.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist Ooredoo Palestine	2021 - Present
• Lead digital marketing operations across website, search, content, paid media, analytics, and mobile app growth. • Manage technical SEO, content SEO, AEO, AI Search visibility, keyword mapping, metadata, schema recommendations, content clusters, internal linking, and website crawl improvements. • Plan, execute, and optimize digital campaigns across Google Ads, social media, website channels, and conversion-focused landing pages. • Improve mobile-first user journeys, UI/UX, CRO, website flows, service pages, campaign pages, and app store visibility in collaboration with IT, product, design, content, and business teams. • Build performance reports and executive dashboards using GA4, GSC, Google Ads, and SEO tools to convert data into clear business recommendations. • Coordinate cross-functional digital initiatives, vendor follow-ups, tracking requirements, website enhancements, and ongoing visibility improvements.	
Digital Marketing Specialist Oyoun Media	2020 - 2021
• Planned and optimized digital campaigns, content initiatives, and website updates across client projects. • Analyzed website traffic, performance metrics, SEO opportunities, and campaign results to support growth decisions. • Created and optimized content across blogs, video, audio, and social formats based on user intent and channel performance.	
Digital Marketing Specialist Sky Advertising	2019 - 2020
• Researched advertising trends, competitors, audience behavior, and digital opportunities to guide campaign strategy.	

- Managed online content publishing, email marketing campaigns, traffic measurement, Google Analytics monitoring, and stakeholder reporting.
- Applied keyword research, SEO insights, ad placement analysis, and conversion testing to improve paid and organic campaign performance.

EARLIER EXPERIENCE

Product Specialist & Training Officer2018 - 2019

Maslamani Group

- Managed product launch content, product information updates, sales training, internal campaigns, and promotional activities.
- Used market research, product analysis, social media, and sales enablement to strengthen brand awareness and commercial performance.
- Built customer relationships, resolved issues, supported audits, and collaborated with product and development stakeholders.

Sales Account Manager2016 - 2018

Axizo Investment

- Managed accounts, developed new sales opportunities, tracked targets, prepared transaction reports, and maintained client relationships.
- Supervised junior account managers and sales representatives to support account growth and long-term client success.

Marketing Coordinator2015

Human Resources Development (HRD)

- Coordinated training courses, social media marketing, campaign promotions, customer behavior research, and marketing reports.
- Supported tracking setup, competitor analysis, promotional materials, and activities for new products and services.

EDUCATION

High Diploma in Digital Marketing - Birzeit University2020 - 2021

BA, Management Information Systems - Al-Quds University2011 - 2015

TRAINING & CERTIFICATIONS

Advanced Digital Media Strategies - Digital Marketing Academy Dubai (2024) | Google Ads Video, Search & Display - Google Skillshop | Search Engine Optimization - Google Skillshop | 1 Million Prompts - Dubai Future Foundation | Digital Marketing Foundations - LinkedIn Learning | SEO Keyword Strategy, SEO Content Writing, Marketing Tools: SEO, Using AI as Your SEO Assistant - LinkedIn Learning | Prompt Engineering with Gemini - LinkedIn Learning | Social Media Marketing: Strategy and Optimization - LinkedIn Learning | Fundamentals of Digital Marketing - Google Academy | Hootsuite Social Marketing Training | Training of Trainers - SKITCE

ADDITIONAL STRENGTHS

Stakeholder management, vendor coordination, executive reporting, training, digital operations, and multi-project follow-up.
Languages: Arabic and English.