

Mohajeer Abdullah

Full-Stack Digital Strategist

+966556762892 | vvy@hotmail.com | Jeddah, Saudi Arabia | mohajeer.com

PROFESSIONAL SUMMARY

Full-Stack Digital Strategist with 5+ years of experience across Egypt, Qatar, Saudi Arabia, and the UAE. My work sits at the intersection of marketing strategy, product development, and data. I don't just plan campaigns, I build and ship the products behind them. I've worked with globally recognized organizations including Ooredoo, QNB, Amazon Egypt, Saudi Arabian Airlines, and Mohammed BinGhatti, delivering solutions that combine performance marketing, technical SEO, web and mobile development, AI integration, and full tracking infrastructure — all under one roof.

CORE COMPETENCIES

- ❖ **Performance Marketing:** Google Ads, Meta Ads, TikTok Ads, Snapchat Ads, Campaign Optimization, ROAS Improvement, CPA Reduction
- ❖ **Search Engine Optimization:** Technical SEO, On-Page, Off-Page, Local SEO, Core Web Vitals, Keyword Strategy, Competitor Analysis
- ❖ **Web & Mobile Development:** Flutter, React, Next.js, Firebase, Supabase, WordPress, PHP, JavaScript, HTML/CSS, REST APIs
- ❖ **AI Integration & Automation:** AI Chatbot Development, AI-Powered Product Design, Vibe Coding, Zapier, Make (Integromat), Automated Workflows
- ❖ **Data, Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Search Console, Looker Studio, Funnel Optimization, Conversion Tracking
- ❖ **Payment & Systems Integration:** Payment Gateway Integration, API Architecture, Third-Party Integrations, Real-Time Databases

PROFESSIONAL EXPERIENCE

Digital Product & Growth Lead | Emotion Group · Motion Motors - Jeddah, Saudi Arabia

May 2026 – Present

- ❖ Lead digital product and growth for Motion Motors, the official SOUEAST dealer for Saudi Arabia's Western Region, and for Emotion Group.
- ❖ Directed the website structure and build plan for Motion Motors and the digital growth plan for Emotion Group, from information architecture through launch.
- ❖ Built the Motion Motors × SOUEAST campaign approach for the ANB finance offers across Jeddah and the Western Region.
- ❖ Set the new-media and social strategy for SOUEAST in the Western Region, covering channel mix, content direction, and launch calendar.

Digital Product Manager | Omnis Media Group - Dubai, UAE

August 2025 – March 2026

- ❖ Served as a key digital strategy consultant for Omnis Media Group — the MENA region's MarTech innovation leader and organizer of Mobile Developers Week, a landmark international tech conference held at Abu Dhabi Energy Center (December 2025), unifying droidcon and Swift Heroes under one roof for the first time, with 3,000+ attendees, 60+ global speakers, and backed by the Abu Dhabi Convention & Exhibition Bureau.
- ❖ Consulted directly with senior leadership on digital marketing strategy, ticket sales growth campaigns, and audience acquisition contributing to the commercial success of one of the region's most significant tech events of 2025.
- ❖ Led the development and growth of digital products and platforms from strategy to launch building AI-powered systems using React, Next.js, and Firebase, integrating APIs, payment gateways, and automation workflows.

- ❖ Drove growth across all managed platforms through performance marketing, technical SEO, and UX optimization.

Digital Marketing & Web Projects Specialist | [Ezz Al-Afaq Company - Saudi Arabia](#)

January 2024 – July 2025

- ❖ Spearheaded digital marketing campaigns, web design, and SEO for multiple high-value client accounts across diverse industries.
- ❖ Developed integrated web systems using WordPress and custom APIs, enhancing functionality and user engagement.
- ❖ Managed and optimized Google Ads, Meta Ads, and TikTok Ads campaigns to drive measurable ROI for clients.
- ❖ Built high-converting landing pages optimized for lead generation and CPA reduction.
- ❖ Implemented GA4 and Google Tag Manager tracking to monitor user behavior and campaign performance.

SEO & Web Development Lead | [Finance & Business Magazine - UAE \(Remote\)](#)

2024 – February 2025

- ❖ Built and managed the complete digital presence of Finance & Business — a premier UAE editorial platform for business leaders and entrepreneurs, with partners including Mohammed BinGhatti and other major regional brands.
- ❖ Implemented a comprehensive SEO strategy (On-Page, Off-Page, Technical) securing top-10 Google rankings for competitive industry keywords within 8 months of launch.
- ❖ Integrated analytics and automation tools to track user behavior, measure content performance, and inform editorial decisions.

Search Engine Optimization Specialist | [Binghatti Investments - UAE \(Remote\)](#)

December 2022 – August 2023 | 9 Months

- ❖ Collaborated within the SEO team to execute a strategy increasing rankings for high-value real estate keywords in the UAE market.
- ❖ Monitored and reported on performance using Google Analytics and Search Console, providing strategic insights for continuous refinement.

Digital Strategy Consultant & Full-Stack Developer | [Freelance - Remote](#)

2020 – Present

- ❖ Delivered complete digital solutions across Egypt, Saudi Arabia, UAE, and Oman for clients spanning healthcare, real estate, hospitality, legal, e-commerce, and F&B sectors.
- ❖ **Healthcare & Medical:** Developed and managed full digital ecosystems for Om Al-Hamam Medical Complex (Riyadh), Obaid Hospital (Al-Ahsa), Al-Ruqi Medical Complex (Egypt), and RM Clinic (Mecca) — covering website development with online booking and payment systems, Google Ads and Meta Ads campaigns, SEO, and ongoing performance management. Currently building a training management system for a medical training center in Mecca.
- ❖ **Real Estate & Enterprise:** Delivered SEO, web development, and performance marketing for Mohammed BinGhatti, Evolution Dubai, Bin Dalan UAE, and Binghatti Investments targeting high-value real estate audiences across the UAE.
- ❖ **Mobile App Development:** Built and launched the Maasob Al-Sultan Flutter mobile app — featuring AI-powered chatbot, multi-branch order management (5 branches), real-time performance dashboards, and integrated payment gateways, shipped to App Store and Google Play in under one month.
- ❖ **Hospitality & Services:** Delivered the Wejhat MGT and Kedana hospitality management platform and multiple service-sector websites across the GCC.
- ❖ **Tech Products in Progress:** Currently developing a B2B/B2C laundry management application and an AI-powered educational platform for a training center in Mecca.
- ❖ **Additional Clients:** Walf Group (legal consultancy), Mirza Elevators, Banafsaj Store (Oman e-commerce), Finance & Business UAE, Khultat Al-Shawaya, Ronaq, Salwa Law, and various GCC-based clients across advertising, branding, and conversion optimization.

KEY CLIENT HIGHLIGHTS

Delivered specialized SEO, performance marketing, web development, and analytics projects for globally recognized organizations:

- ❖ **Ooredoo (Qatar):** Technical SEO audit identifying and resolving critical indexing issues.
- ❖ **QNB — Qatar National Bank:** User journey analysis and UX recommendations to improve the online banking experience.
- ❖ **Amazon Egypt:** SEO content strategy for a new product category to enhance organic visibility.
- ❖ **Saudi Arabian Airlines:** Competitor analysis and keyword gap analysis for key international flight routes.
- ❖ **Mohammed BinGhatti (Dubai):** SEO strategy and digital presence management for a leading luxury real estate developer in the UAE.
- ❖ **Maasob Al-Sultan Restaurant (Jeddah):** End-to-end Flutter mobile app — live on App Store & Google Play — with AI chatbot, multi-branch management, and integrated payment gateways.
- ❖ **Om Al-Hamam Medical Complex (Riyadh):** Full digital ecosystem including website, booking system, paid campaigns, and SEO.
- ❖ **RMC Clinic (Mecca):** Medical website with integrated online booking and payment systems.
- ❖ **Finance & Business UAE:** Built and grew the full editorial platform from scratch — top-10 Google rankings within 8 months.
- ❖ **Chelsea FC:** UX optimization recommendations for the official online merchandise store.

EDUCATION

Al-Rahmaniya Secondary School

Saudi Arabia, Jeddah | Graduated: 2019

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- ❖ Google Analytics 4 (GA4) Certification - Valid until Jan 2027 - Google Digital Academy (Skillshop)
- ❖ AI-Powered Shopping Ads Certification — Google Digital Academy (Skillshop)
- ❖ AI for Business Professionals — Ambassador Badge Holder — HP LIFE
- ❖ Advanced Data Analytics — Professional Certificate — Google / Coursera

TOOLS & TECHNOLOGIES

- ❖ **Marketing & Advertising:** Google Ads, Meta Ads Suite, TikTok Ads, Snapchat Ads, SEMrush.
- ❖ **Analytics & Reporting:** Google Analytics 4, Google Tag Manager, Search Console, Looker Studio
- ❖ **Development & CMS:** Flutter, React, Next.js, Firebase, Supabase, WordPress, PHP, JavaScript, HTML, CSS, REST APIs
- ❖ **Payments & Integration:** Payment Gateways, Zapier, Make (Integromat), Google Cloud, Webhooks

LANGUAGES

- ❖ **Arabic:** Native
- ❖ **English:** Professional Working Proficiency