

Gasser Rayhan

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Personal Profile

Seeking a **Senior/Managerial** role in the **Digital Media, Digital Marketing, Advertising, Creative** and **Web Content Management** fields where I can maximize my multilayer of management skills, quality assurance, project management, and share my knowledge and expertise to streamline the process of work and provide the best services and solutions to the clients and customers. **8+ years of career experience** in the Digital Media, Digital Marketing, Creative, Advertising and Web Production.

Career Summary

Digital Marketing Specialist and Strategist at Al Rajhi Takaful – Riyadh, KSA April 2016 – Present

- Adhering to Al Rajhi Takaful digital brand standards, manage and create content, optimize for SEO/SEM and manage analytics for all Al Rajhi Takaful digital-marketing related activities including alrajhitakaful.com, social media sites, microsites and digital marketing campaigns.
- Manage Al Rajhi Takaful's sales and marketing presence on social networks and e-commerce channels.
- Lead the strategy, development, execution and optimization of paid digital efforts, including display advertising, mobile, SEM and SEO.
- Analyze and report on customer behavior insights to improve alrajhitakaful.com.
- Manage e-mail marketing programs, lists, imports, and permissions.
- Coordinate online sales and marketing events, such as webinars.
- Develop and write digital content and maintain content publishing editorial calendar.
- Integrate online activities with off-line marketing communications plans to ensure plans provide optimal business support.
- Drive development and management of digital co-marketing and co-branded partnerships with distributors and partners.
- Develop creative briefs to give the internal creative team and agencies clear direction.
- Manage agency and vendor relationships to ensure any outsourced work is consistent, high quality, cost-effective, and reflects Al Rajhi Takaful branding specifications.
- Ensure digital design is optimized for branding, impact, SEO, web development, etc.
- Comply with Regulatory routing, documentation and archiving standards.
- Identify opportunities for applying new technologies, digital products and services to online campaigns.
- Preparation of sales incentive plans for the team.
- Planning strategy and financial budget for E-channels online department.
- Achieved 10% Gross World Product throughout year 2016.

Senior Web Production Officer at HSBC – Cairo, Egypt Jan 2014 – Feb 2016

- Responsible for content management and operations of the Content Management Services (CMS) team.
- Working closely with the Managers and the CMS teams from Manila, Colombo, Hyderabad, Guangzhou and Kraków to ensure the quality and delivery of work to clients in a timely fashion.
- Enabling high competency of the CMS team and ensuring smooth on-site production operations.
- Content management on all Group content management systems, including Sitecore, Sharepoint, BDE, SiaB, GCMS, etc.
- Website rebranding and migration management, including quotation, scoping, prototyping and execution.
- Cross platform website management / administration.
- Web metrics reporting and analysis using Group-standard Webtrends and Sitebeam.
- Monitor the performance Manage SEO and Metadata of HSBC Public and Staff websites and microsites.
- Establishing and promoting social media presence.


Advertising Technology Producer (Operations) at Yahoo! Inc. – Cairo, Egypt Mar 2012 – Oct 2013

- Deliver global processes that enable efficient technical execution of all display advertising solutions across the Yahoo! EMEA network of sites (including Maktoob.com) and partner sites using proprietary advertising building and serving tools such as Salesforce, Ruby and Siebel Oracle CRM.
- Manage the implementation of rich media ad campaigns from a technical operations standpoint, including creative consultation and media placement, defining and maintaining advertising specification, establishing best practices and technical QA.
- Provide support for the Advertising Operations team on day-to-day ad-related issues (ad systems first-tier support and troubleshooting) and train them on executing common display advertising solutions.
- Develop a good knowledge of the display advertising markets in the Middle East and rest of EMEA by maintaining operational relationship with internal and external clients.
- Work with global counterparts to implement internal and 3rd-party ad technologies.
- Participate in identifying and developing new display advertising opportunities (e.g., new ad formats, ad technology strategy, etc.).
- Provide mentoring, training and support to less experienced team members.
- Drive initiatives to improve processes and operational performance.
- Participate in cross functional projects as well as leading projects and teams through executions from planning to launch.
- Supported as a Point Of Contact for the German market and advising Advertising Operations Executives and AMs.
- Interviewing new hires (Advertising Technology Producers) in Cairo, Dublin and Amman.

 : <http://www.facebook.com/gasser.rayhan>

 : <https://twitter.com/GasserRayhan>

 : <http://eg.linkedin.com/in/gasserrayhan>

 : gasser.rayhan

 : <http://be.net/gasserrayhan>

Education

BSc. Degree - Digital Media Engineering and Technology – German University in Cairo 2003 - 2009

Overall grade:

Good – GPA: 2.9

Graduation project:

3D Adaptive Pyramid Filtering using C++ and VRML

Project Grade: Good

Mathematical Sciences Degree – High School – Al Horreya Language School 2000 - 2003

Elementary and Preparatory School – Kuwait National English School 1991 - 2000

Skills

- **Adobe Suite** – Flash, Illustrator, Photoshop, Dreamweaver, Anlytics, InDesign, After Effects, Fireworks, Captivate, Soundbooth
- **Design** – Corel Draw, 3D Studio Max, Maya, Gimp, SketchUp, Balsamiq, Axure Pro 6
- **Editing** – Final Cut Pro, Swish Max, Sound Forge
- **Programming Languages** – HTML5, CSS3, Javascript, AJAX, JQuery, Java, Actionscript (2 & 3), HTML, XHTML, DHTML, VRML, XML, PHP, CSS, ASP.Net, C++, Prolog, Haskell, Matlab, MySQL, Oracle Database Administration
- **CMS** – Sitecore, GCMS, BDE, SiaB, Sharepoint, Joomla, Wordpress, DotNetNuke, Kentico
- **Ticketing Systems and CRMs** – Oracle CRM, Salesforce, JIRA, Yahoo Ruby
- **Web and Social Media Analytics** – Webtrends, Sitebeam, Google Analytics, Google Adwords, Hootesuite, SocialBakers, Adobe Analytics
- **Microsoft Office** – Word, Powerpoint, Access, Excel, Publisher, Visio, Outlook, Project
- **Operating Systems** – MAC OS X, Microsoft Windows, Linux
- **Soft Skills Trainings** – Lean Six Sigma Yellow Belt, Coaching for Success, Leadership Transition, TRANSFORM (Train The Trainer)

Languages

Language	Written	Spoken
Arabic	Native	Native
English	Fluent	Fluent
French	Basic	Basic
German	Basic	Basic

Certificates & Awards

<u>Google AdWords Display Certification – Google</u>	2016
<u>Google AdWords Search Certification – Google</u>	2016
<u>Service Excellency Award – HSBC Bank plc.</u>	2014
<u>Certificate of achievement in mastering Autodesk 3D Studio Max 9 – Autodesk, YAT</u>	2008
<u>Certificate of achievement in Flash MX Core – YAT</u>	2003
<u>Kuwait 2000 Web Page Design Competition – New English School</u>	2000

Personal Information


- **Full name** – Gasser Mahmoud Mohamed Zaki Rayhan
- **DOB** – 9/1/1986
- **Marital status** – Married
- **Dependants** – 3
- **Nationality** – Egyptian
- **Military status** – Exempted
- **Driving license** – Available
- **Willing to relocate** – Yes
- **Willing to travel** – Yes
- **Hobbies and interests** – Travelling, Drawing, Painting, Playing Guitars, Music

References


Maher Diab – Co-founder and Creative Director – MAD Solutions
+201094249916

Abdelmohsen Ibrahim – Advertising Technology Manager - Yahoo! Inc.
+201229144486

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