Elias Elghaldy | Boca Raton, FL. | (917) 435-7884 | eliaselghaldy@gmail.com | Linkedin.com/elias-elghaldy

Website: https://www.eliaselghaldy.com/

Education: Lynn University. Boca Raton, FL. | **M.S.A**. Digital Communications & Advertising | AUG 2019

Web DevOps Manager: Software Experience

- Develop, design, & QA/QC websites using content management systems like WordPress Pro, Divi, Baker, Beaver, and Elementor Pro.
- Google App Development/Analytics Certified with experience using Google Domains, Search Console, and Site Kit to maximize analytics and organic SEO optimization.
- Proficient in using Review Generator 911, Ytext, TextMyCompany, Google My Business to implement successful digital marketing initiatives.
- Ability to use Office 365, Microsoft Suite, Google Suite, and Salesforce to delegate tasks and communicate project details while reporting metrics generated from CRM.
- Expert in using Plesk and GoDaddy to host commercial and e-commerce websites.
- Expert in voice marketing strategy using Amazon Alexa, Apple Siri, Google Assistant, & Microsoft Cortona.
- Facebook, Instagram, Google, Youtube Ad Certified with experience launching multiple PPC ads
- Expert in using Adobe After Effects, Photoshop, Illustrator, Lightroom, Premiere Pro, and Maya 3D to generate digital assets.
- Fluent in English, Arabic, Berber, French. Average in Spanish.

JAN. 2019 - Present | PR.business - Boca Raton, FL. | Marketing Manager/Sr. Web Designer/ SEO Manager/ Web DevOps Manager / ADA Manager

- Conceptualize and create intuitive, engaging, and brand-consistent web experiences.
- Optimize technical SEO, site functionality, domain DNS control, and pixel-perfect execution across platforms and devices.
- Created templates for different industry to decrease time rate of production
- Initiate designs challenges for the design team while taking complex ideas and crafting them into simple clear ideas and a visually appealing story.
- Follow brand principles and participate in the evolution of the client's style and brand.
- Collaborate in concept development and design ideation to help define a creative strategy.
- Identify ADA compliance gaps and hard code digital accessibility.

MAR. 2017 - Present | Restaurant Luigi - Casablanca, MR. | Full Stack Web Designer (Freelance)

- Creating wireframes, storyboards, sitemaps, and screen flows while incorporating functionalities and features into websites.
- Conducting thorough site audits and analyzing user feedback and activity to enhance UI/UX.

- Social Media Management

MAY 2015 - DEC. 2018 | Toraya American Shop - Remote | Web Designer & Marketing Manager

- Strategized opportunities for brand positioning and engagement using influencer partnerships, social media campaigns, and digital assets for e-commerce.
- Integrate insights from web data, A/B Testing, and user research into web designs, and continuously iterating to improve engagement and responsive control within the website.
- Used Google analytics and market research to generate digital marketing campaigns.
- Used Photoshop to design digital assets and updated brand bible to establish distinct guidelines on how all aspects of the company's brand are to be handled.

JAN. 2018 – APR. 2021 | Middle East Communication Network – Hybrid. | Account Specialist

- Compile assets and approved information to help the Digital team intake into production based on approved guidelines.
- Provide ongoing analysis and insight of campaign and project performance.

- Worked with Forbe 500 companies like Coca Cola, Fanta and BIC