Nader Anter

Digital Marketing & Operations Manager | SEO, Paid Ads, Lead Generation



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PROFILE

Digital marketer since 2019 with two years in the Saudi market. I build owned marketing assets (SEO, websites, landing pages), run paid campaigns that cover their own cost, and program the internal systems that support growth. Experience across decor, cleaning, logistics and e-commerce, from first lead to closed deal and handover.

127K+
free search impressions (SEO), only 4K from ads

400+
leads generated for the cleaning business

SAR 30K+
monthly contracts from my direct showroom sales

SAR 20K
cleaning revenue in 2 months from an idle team

EXPERIENCE

Marketing & Digital Management Manager — 2024 - Present
Eshraqat Contracting & Decor / Eshraqat Cleaning & Pest Control, Saudi Arabia

- Built 3 websites (decor, cleaning, store) with content, structure and lead-capture landing pages; daily SEO delivered 127K+ free impressions and 400+ leads with a 96% lead follow-up rate.
- Manage a SAR 2,500-3,000 monthly ad budget (decor and cleaning); campaigns have covered their own cost for the last 5 months. Content, design and video editing done in-house.
- Own the showroom sales cycle (needs, design, quotation, closing, procurement, handover), generating SAR 30,000+ in direct monthly contracts.
- Programmed a full in-house ERP at zero development cost, mirroring the company's ledger logic, with daily updates for management and accounting.
- Covered the cleaning supervisor for 2 months (SAR 20,000 revenue) and the decor engineer during leave; trained a new engineer for 6 months and assisted training of trainees for 3 months.

Digital Marketing Manager (remote) — May 2024 - Present
GO UP, Egypt

Digital Marketing Manager — Aug 2022 - May 2024
SITKSA, Saudi Arabia

Digital Marketing Performance Manager — Aug 2022 - May 2024
Alsaif Express, Saudi Arabia

- Campaign strategy and ad creatives (images, GIFs, video) for shipping and courier services.

SEO & Digital Marketing Specialist (Freelance) — Jan 2020 - May 2024
50+ clients in e-commerce and other sectors

- SEO, paid ads, social media strategy, and website development for individuals and businesses.

Visual Content Designer — Oct - Dec 2021
Al-Rashaqa Al-Saeeda; Balleh.com, Saudi Arabia

SKILLS

Marketing: SEO and technical SEO, Google Ads, Meta Ads, Snapchat and TikTok Ads, GA4, Google Tag Manager, email marketing, funnels, market research.
Content and design: copywriting, ad creatives, video editing, Canva, branding.
Tech: PHP, MySQL, WordPress, landing pages, ERP, automation and AI tools.

EDUCATION AND CERTIFICATES

B.A. Information Science, Beni-Suef University (2018-2022).
58 certificates on LinkedIn, including Google Ads Essential Training, Google Analytics 4, Become an SEO Expert, Growth Hacking with Digital Marketing, Technical SEO, Social Media Marketing.
Languages: Arabic (native), English (professional working).

PERSONAL PROJECT

Wudooh (wudoohmarketing.com): a digital marketing platform for Saudi business owners with an e-book, an interactive break-even ROAS calculator, an Excel toolkit and a 90-day plan; expanding into a full content and services platform.