

# Yazeed A. Al Oyoun

Nationality: **Jordanian** ▪ Date of Birth: **6<sup>th</sup> of Feb, 1986**

## Contact

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## Address

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## Profile

**Objective** I strive for a challenging work environment that utilizes my skills in Business Development & Management, Product Management, as well as Digital Marketing & Advertising to a satisfactory degree, preferably within a Tech/Online startup or an established dynamic organization.

**Availability** [Currently employed as an Advertising Product Manager at ikoo Media – Jabbar Internet Company but always open for new challenging ventures.](#)

**Summary** I excel at combining technical skills, design concepts, marketing and business goals to make them all work in alignment with each other; I simply love the science behind each one of them. My employers have always perceived me as the Jack-of-all-Trades, the Joker perhaps. I have a wide array of skills and experience. I like to think of myself as the Explorer; as I am most comfortable in environments with a lot of exploration and self-improvement involved.

## Key Skills

[Proficiency with a vast array of concepts, methods, programming languages, tools and technologies]

<b>Online Product Management</b> <b>Source Version Control</b> Rapid Application Development (RAD) Methodologies: Scrum, Extreme & Agile. <b>CakePHP &amp; Yii MVC Frameworks for PHP</b> Software Quality Assurance <b>UML Diagrams &amp; Tools</b> Linux, Apache, MySQL 5, PHP 6 <b>HTML 5, CSS 3.0</b> JavaScript, jQuery, AJAX <b>XML, RSS, JSON, APIs</b>	<b>Online Business Plan Development &amp; Analysis</b> Effective Online Business Strategy through Design & Development <b>Tracking Progressive Online Trends</b> Creating Exposure, Engagement & Virality for Online Business <b>Critical &amp; Analytical Thinking</b> Eagerness to Pick-up new Concepts, Methodologies & Technologies <b>Adept Teamwork &amp; Communications Skills</b> Wide Range of Business Contacts <b>Online Business Monetization</b>	<b>Search Engine Optimization</b> <b>Web Data Analysis</b> Social Media Marketing <b>Search Engine Marketing</b> PR & Business Marketing <b>Online Product Marketing</b> Lead Generation & Conversion <b>Affiliate Marketing</b> Strategic Integration with Social Media <b>Online Advertising Models (CPC/CPM/CPA/CPD)</b> Facebook Social Ads & Google AdWords <b>Indicative Web Data Analysis through Google Analytics</b> Customer Relationship Management <b>Salesforce Marketing, Administration, Setup &amp; Configuration</b> <b>Online Campaign Trafficking</b> <b>Zedo for Publishers</b> <b>DoubleClick for Publishers</b> <b>DoubleClick for Advertisers</b> <b>OpenX</b>	<b>Digital Photography</b> Advanced Photo Editing & Manipulation <b>Digital Art &amp; Illustrations</b> Web, User Interface & Print Design <b>Adobe Photoshop</b> <b>Adobe Illustrator</b> <b>Adobe InDesign</b> <b>Adobe Flash</b> <b>Autodesk AutoCAD</b> <b>Autodesk 3Ds Max</b> Fluent in Conceptual Design & Usability, User Interface & User Experience
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## Education

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|---------------------|--|
| <b>2004 to 2008</b> | <b>Bachelor of Arts / Graphic Design Degree</b><br>AHLIYYAH AMMAN UNIVERSITY - Amman, Jordan.    |
| <b>1992 to 2004</b> | <b>High School Education / Scientific Branch</b><br>AL NUMOW AL TARBAWI SCHOOLS – Amman, Jordan. |

## Work Experience

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|---|---|
| ✓ <b>ikoo Media – Jabbar Internet Group</b> [Online Media Network] <b>Dubai, UAE</b><br>Advertising Product Manager   | <b>Full Time Job</b><br>Dec 2010 to Present Day     |
| ✓ <b>Jeeran.com</b> [Online Media Publisher] <b>Amman, Jordan</b><br>Main-site Product Manager / Community Leader   | <b>Full Time Job</b><br>Jun 2009 to Apr 2010        |
| ✓ <b>Blue Sky Technologies</b> [Online Marketing/Advertising Services] <b>Amman, Jordan</b><br>Online Business Development Executive / Senior Web Developer | <b>Full Time Job</b><br>Jul 2008 to Jun 2009        |
| ✓ <b>ideaJWT</b> [Offline Creative Agency] <b>Amman, Jordan</b><br>Graphic Design Trainee   | <b>Full Time Internship</b><br>May 2008 to Jul 2008 |
| ✓ <b>Evernet Inc.</b> [Online Services] <b>Amman, Jordan</b><br>Senior Web Developer / Graphic Designer   | <b>Part Time Job</b><br>Jan 2004 to May 2008        |
| ✓ <b>XB Net Ventures Inc.</b> [Online Media Publisher] <b>Phoenix, Arizona, US</b><br>Lead Web Developer / Graphic Designer                                 | <b>Part Time Job</b><br>May 2001 to Jul 2003        |
| ✓ <b>Jeeran.com</b> [Online Services & Portal] <b>Amman, Jordan</b><br>Junior Web Developer   | <b>Part Time Job</b><br>Sep 2000 to Nov 2001        |

## Conferences

- Arab Internet Show – Dubai, UAE – 2011
- GITEX – Dubai, UAE – 2011
- ArabNET – Beirut, Lebanon – 2010
- Amandla Forum – Dead Sea, Jordan – 2010
- MENAICT – Amman, Jordan – 2010
- MediaME – Amman, Jordan – 2010
- Arab Social Media Forum – Amman, Jordan – 2010

## Key Achievements

- iDescribe Facebook Application
- **Launched in September 2007 shortly after the launch of Facebook Platform.**
  - **Accumulated more than 3.5 Million Facebook users, 500 Thousand Unique Monthly Active Users as of January 2010.**
  - **Sustained organic growth throughout three years when many once-popular applications haven't been able to.**
  - **Reached a worldwide Rank of 80-300 by MAU out of more than 300 Thousand Facebook applications.**
- GameSlider.com
- **Launched Private Beta in March 2010.**
  - **Created a new concept of Social Gaming as a Platform starting from MENA.**

## Activities and Interests

- Internet **SEO, Web Analysis, Web Development, Design, Stock Photography, Illustrations, Social Media, Online Games.**
- Traveling **Australia, Canada, United States of America, United Kingdom, Germany, Japan, Spain.**
- Lifestyle **Photography, Swimming, Table Tennis, Tennis, Shisha.**

## Languages

**Arabic** (native)

**English** (fluent, IELTS 7.5)

**Spanish** (learning)

Please note that references are available upon request.