



## HAITHAM ALAMRO

00962777755549 | alamro.h@yahoo.com  
Alghad street, 7th area, Aqaba

*Peace and Mercy of Allah be upon you*

*Dear Sirs/Madams;*

*It is a great pleasure and honor for me to apply for a job and become a member of your esteemed institution staff, an example of modernity and excellence with an attractive work atmosphere.*

*The outcome of this combination represents the advanced educational approach of those in charge of your educational policy.*

*I would like to present to you my curriculum vitae which shows my Ph.D. in digital marketing from the University Putra Malaysia (UPM), one of the best universities in Malaysia and East Asia, as it ranks 132 at the global level (QS) the second at the Malaysian level (QS) and the seventh at the Asian level (QS).*

*Hence, I would desire to contribute to achieving building human skills that are capable and qualified for moving the marketing concept from the limited traditional one to digital infinity and gain the benefits from the unlimited potential that it offers the digital marketing for the profit and non-profit institutions and organizations for the proliferation required to ensure that these institutions achieve their goals in the short and long terms.*

*Also, I aim at contributing to enabling these institutions and organizations to disseminate, interact and adopt digital marketing culture in our community that is absent from the concepts of digital marketing This is in line with your esteemed university's and institutions' goals of unremitting and earnest, the pursuit of modernity in its various aspects.*

*Your Sincerely*

*Haitham E Alamro*



## HAITHAM ALAMRO

Alghad street, 7th area, Aqaba  
00962777755549 | alamro.h@yahoo.com

### Career

- Assistant Professor and over qualified trainer

### Education

- **University Putra Malaysia (UPM)-the QS World University Rankings 2021, which now ranks 132** 2018-2021  
PhD (Digital marketing)  
Excellent
- **Zarqa University** 2015-2017  
Master (E-Marketing)  
Excellent
- **Amman Arab University**  
Bachelor (Business Administration)  
Good

### Skills

- Practical Digital marketing
- High skills in applying Digital Marketing concepts (theoretically and practically)
- Digital Marketing techniques
- SEO (on-page SEO and off-page SEO)
- Digital marketing strategy
- Social Media advertising
- Digital Marketing elements and Dimensions
- Google AdWords
- Google my business
- E-mail marketing
- Problem-solving
- Team Building
- Decision making
- Computer skills (Word, Excel, PowerPoint, .....etc)

### Objective

•Enabling institutions and organizations to disseminate, interact and adopt digital marketing culture in our community, which is absent from the concepts of digital marketing. •building human skills capable and qualified to move the marketing concept from the limited traditional one to digital infinity and gain the benefits from the

unlimited potential offered by digital marketing for-profit and non-profit institutions and organizations, to ensure that these institutions be able to achieve their goals in the short and long terms

## Experience

- **Central Electricity Generation Company (C.E.G.C.O)** 1996 - 2017  
Administrative
- **Had a Training Center** 2020 - 2022  
Lecturer & Trainer

## Projects

- **The practical application of the dimensions of digital marketing**  
This guide includes the comprehensive skills that every student, researcher or interested in this field must acquire from all theoretical and practical aspects. It was taken into account that this guide is able to meet the cognitive needs and in a scientific way that gives the researcher the required competencies to build sufficient foundations for creativity and development

## Publications

- **The Impacts of e-marketing mix on the customer's Loyalty to the Jordanian Telecom Company (ORANGE!): Case Study in Amman/ Jordan. ICST JOURNAL, Vol. 06, Issue 8, August 2020**
- **The Impact of Marketing Deception on Customer Confidence in the Brand on the Jordanian Travel Agencies: A field Study. Journal of Critical Reviews. Vol. 7 Issue 15, 2020.**

## Languages

- English language "Excellent"

## Reference

- **Prof. Dr. Mohammad Mubaidin - "University of Jordan "**  
Deanship of Student Affairs  
009627 9516 2114
- **Prof. Dr. Khaleh Alhmaeedh - "Zarqa university "**  
Admissions and Registration Manager  
00962 7 7206 0705
- **Prof. Dr. Abu Bakar Abd Al Hamid - "University Putra Malaysia (UPM)"**  
Specialization: Supply chain management, marketing, e-commerce, SMEs, purchasing and logistics" Lecturer  
abu.bakar@putrabs.edu.my  
+60 17-768 7436

## Training Courses

- **Digital marketing course**

Overqualified and high skilled in applying Digital Marketing elements and dimensions Theoretically and practically in creative manner

- **Computer training course( Word, Exell, PowerPoint...etc)**

- **Spss training course**

Advanced skills in using spss packages in various scientific research methodologies

- **Smart pls training course**

advanced skills in using the unique, accurate and distinct capabilities of smart pls packages in various advanced scientific research methodologies