



Mohammed Alarda

Digital Marketing Expert

Jordanian - Jordan

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Who is Mohammed Alarda

Mohammed Alarda is a Jordanian digital marketing expert and PhD researcher specializing in online marketing. Renowned for his expertise in personal branding for coaches and content creators, he designs high-converting digital marketing funnels that drive sales. He is the founder of VAD Plus, a leading digital training and development company that has become a premier platform for empowering and upskilling marketers across Jordan and the Arab world. With over 13 years of hands-on experience in digital marketing, Mohammed Alarda has launched and managed more than seven successful e-commerce stores, giving him a comprehensive perspective on e-commerce success. He has trained over 1,500 students, marketers, and entrepreneurs from various Arab countries through specialized diplomas and courses in digital marketing and modern advertising strategies. Alarda has delivered more than 150 training workshops and consulting sessions for organizations, companies, and government entities, covering topics such as marketing planning, content creation, campaign management, and brand identity building. Mohammed Alarda's training approach is distinguished by its practical focus and real-world insights. He goes beyond theory, drawing on his own entrepreneurial journey to help others build digital projects from the ground up and achieve tangible results. Thousands follow his content on social media, where he shares professional tips and educational videos that make marketing concepts accessible and actionable. Thanks to his academic and professional achievements, Mohammed Alarda is recognized as one of the leading figures in digital marketing and training in Jordan and the region.

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