



Mohammed Ferwana

Digital Donation Strategies Consultant

Jordanian - Malaysia

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Who is Mohammed Ferwana

Mohammed Ferwana is an expert consultant specializing in digital donation strategies and building fundraising systems for humanitarian and non-profit organizations. His work focuses on creating sustainable, data-driven systems rather than temporary solutions or random campaigns. His expertise extends to analyzing donor behavior and advertising messaging to improve the performance of humanitarian campaigns and achieve measurable, long-term impact. Prior to focusing on his consultancy, Ferwana held various roles that enriched his practical experience. He served as the Human Resources Manager and Head of Partnerships and Development Impact Projects at GGateway in the Gaza Strip. He also held the position of Executive Director at Al-Qalaa Media for press and media production. Ferwana has a keen interest in technology management, human capital development, and leveraging innovative IT solutions for rapid business growth.

Achievements of Mohammed Ferwana

Mohammed Ferwana's work centers on establishing the complete digital infrastructure for non-profit organizations. This process starts with conversion tracking and audience building, moves through optimizing donation pages and the donor experience, and concludes with performance analysis and strategic decision-making based on real data. Throughout his career, he has been an active member of the ICT community in Gaza, serving as a consultant for the Google Developer Group (Gaza branch). He has executed over one hundred technology events and educational workshops, contributing significantly to the development of technical skills in the region.

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