SARAH AL-MANSOOR

Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with extensive experience driving growth and brand visibility across leading MENA tech and e-commerce companies. Proven expertise in developing high-converting performance marketing campaigns, executing comprehensive SEO/SEM strategies, and managing multi-channel digital campaigns. Adept at leveraging data analytics to optimize customer acquisition, maximize ROI, and enhance brand equity.

WORK EXPERIENCE

Performance Marketing Specialist • **Amazon MENA** — **Jan 2022 – Present**

Amman, Jordan

- Orchestrated high-impact performance marketing campaigns across Meta and Google Ads, scaling monthly ad spend efficiently and driving a 25% increase in user acquisition.
- Executed comprehensive SEO and SEM optimization strategies that improved organic search rankings and boosted web traffic by 30% within six months.
- Utilized Google Analytics and advanced attribution models to track campaign performance, resulting in a 15% reduction in Customer Acquisition Cost (CAC).

Brand Strategy Associate • **Careem** — **Jan 2020 – Dec 2021**

Amman, Jordan

- Spearheaded creative content strategy and copywriting initiatives for multi-market brand campaigns, increasing user engagement metrics by 20%.
- Collaborated with cross-functional teams to align digital marketing campaigns with core brand messaging, reinforcing market positioning across the MENA region.
- Conducted market research and competitor analysis to identify emerging trends, translating insights into actionable digital marketing strategies.

EDUCATION

Bachelor of Business Administration • **University of Jordan** — **2019**

Amman, Jordan

CORE SKILLS & EXPERTISE

Digital Marketing & Strategy: SEO • SEM • Content Strategy • Copywriting • Brand Strategy • Performance Marketing

Tools & Analytics: Meta Ads • Google Ads • Google Analytics

LANGUAGES

Arabic (Native) • **English** (Fluent)