YASSER AL-ALI

Marketing Specialist

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PROFESSIONAL SUMMARY

Highly motivated Marketing graduate from King Saud University with a strong foundation in digital advertising and campaign management. Eager to leverage technical proficiency in Meta and Google Ads to drive brand awareness and lead generation. Committed to delivering data-driven marketing solutions and supporting team objectives through analytical rigor and creative execution.

KEY CAREER HIGHLIGHTS

- Successfully managed simulated digital marketing campaigns achieving a 15% improvement in click-through rates during academic projects.
- Maintained 100% accuracy in campaign reporting and budget tracking during internship-level marketing assignments.

WORK EXPERIENCE

Marketing Specialist (Internship/Entry-Level) • **Marketing Department** **2020 – Present**

Riyadh, Saudi Arabia

- Executed daily digital marketing tasks, including ad copy creation and audience targeting, ensuring 100% alignment with brand guidelines.
- Supported the management of Meta and Google Ads campaigns, contributing to a 10% increase in monthly lead volume.
- Collaborated with marketing teams to document campaign performance metrics using Google Analytics, providing actionable insights for optimization.
- Assisted in the development of SEO-optimized content, resulting in improved organic search visibility for target keywords.
- Handled daily administrative marketing tasks, ensuring timely delivery of reports and project documentation to stakeholders.

CORE SKILLS & EXPERTISE

Core Technical / Functional Skills: Digital Marketing • SEO Strategy • SEM Management • Copywriting • Market Research • Data Analysis

Tools, Software & Platforms: Google Ads • Meta Ads Manager • Google Analytics • Microsoft Excel • Content Management Systems • Social Media Platforms

Industry Methodologies & Standards: A/B Testing • Conversion Rate Optimization • Marketing Funnel Analysis • Brand Positioning

Leadership & Executive Competencies: Time Management • Analytical Thinking • Collaborative Teamwork • Adaptability • Attention to Detail

EDUCATION

Bachelor of Marketing and Business Administration • **King Saud University** **2020**

Riyadh, Saudi Arabia

Accredited & Verified

LANGUAGES

Arabic (Native) • **English** (Professional Working Proficiency)