YASSER AL-ALI

Marketing Specialist

Riyadh, Saudi Arabia | yasser@example.com | +966500000000

PROFESSIONAL SUMMARY

Highly motivated Marketing graduate with a strong academic foundation from King Saud University and hands-on experience in digital campaign management. Proficient in leveraging Meta and Google Ads to drive brand visibility and engagement. Committed to delivering data-driven marketing solutions and supporting team objectives through analytical rigor and creative execution.

KEY CAREER HIGHLIGHTS

- Successfully managed digital advertising budgets with a focus on optimizing click-through rates and conversion efficiency.
- Maintained 100% accuracy in campaign reporting and performance documentation during internship and project work.

WORK EXPERIENCE

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

Riyadh, Saudi Arabia

- Executed end-to-end digital marketing campaigns on Meta and Google Ads, consistently meeting daily performance benchmarks.
- Supported the development of SEO and SEM strategies, contributing to a measurable increase in organic search visibility.
- Analyzed campaign data using Google Analytics to provide actionable insights, improving audience targeting accuracy by 15%.
- Collaborated with the marketing team to draft compelling ad copy, ensuring brand consistency across all digital touchpoints.
- Documented daily campaign performance metrics, maintaining a 98% data integrity rate for stakeholder review.

CORE SKILLS & EXPERTISE

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

Tools, Software & Platforms: Meta Ads Manager • Google Ads • Google Analytics • Microsoft Office Suite • Social Media Management Tools • CRM Basics

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

Leadership & Executive Competencies: Time Management • Attention to Detail • Collaborative Teamwork • Problem Solving • Adaptability

EDUCATION

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

Riyadh, Saudi Arabia

Accredited & Verified

LANGUAGES

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