YASSER AL-ALI

Marketing Specialist

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PROFESSIONAL SUMMARY

Highly motivated Marketing graduate with a strong foundation in digital advertising and campaign management. Proven ability to leverage data-driven insights to optimize Meta and Google Ads performance. Eager to contribute technical proficiency in SEO and copywriting to drive brand growth and operational excellence in a fast-paced marketing environment.

KEY CAREER HIGHLIGHTS

- Successfully managed and optimized digital advertising budgets with a focus on maximizing click-through rates and conversion efficiency.
- Maintained 100% accuracy in campaign reporting and data analysis using Google Analytics tools.

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 achieving a 15% improvement in ad engagement metrics.
- Supported the development of SEO-optimized content, resulting in a 10% increase in organic web traffic over a six-month period.
- Collaborated with the marketing team to document campaign performance, ensuring 99% data integrity in weekly analytical reports.
- Assisted in the creation of persuasive marketing copy for social media platforms, maintaining brand voice and consistency across all channels.
- Utilized Google Analytics to track user behavior, providing actionable insights that improved landing page conversion rates by 12%.

CORE SKILLS & EXPERTISE

Core Technical / Functional Skills: Digital Marketing • Search Engine Optimization (SEO) • Search Engine Marketing (SEM) • Copywriting • Campaign Management • Data Analysis

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

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

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

EDUCATION

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

Riyadh, Saudi Arabia

Accredited & Verified

LANGUAGES

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