



MOHAMMED BA BAKR

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PROFESSIONAL SUMMARY

Well-trained Social Media Consultant with an outgoing demeanor and a great background in marketing and sales. Offering over 3 years' expertise working with large clients. Demonstrated success in improving customer engagement and client visibility in website searches with effective search engine optimization strategies. Knowledgeable about marketing approaches improve business results and enable dramatic sales. Good research, data analysis and organizational skills.

SKILLS

- Brand management
- Social media platforms
- Content management
- Digital advertising

EXPERIENCE

Social Media Consultant March 2015 - March 2017
Tafaol | Jeddah, Makkah MK, Saudi Arabia

- Created monthly sales goals and used effective selling and marketing skills to meet those goals. Expertly represented brand on social media accounts by responding to interested parties' questions quickly and showcasing key features of products and services.
- Evaluated strengths and weaknesses of marketing campaigns by monitoring progress and tracking analytics.

Cashier/Sales Representative March 2009 - April 2010
Safola | Jeddah, Makkah MK, Saudi Arabia

- Maximized customer satisfaction by providing assistance with purchases, locating items and signing up for rewards programs. Processed returned items in accordance with store policy.
- Resolved issues regarding customer complaints and escalated worsening concerns to manager for remediation.

EDUCATION

Bachelor degree of Communication And Electronic of Engineering June 2014
University Of Science And Technology, Sanaa, Yemen

Diploma of Electrical Power April 2009
College Of Technology, Jeddah, Saudi Arabia