

ALI YOUSEF

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Education

Bachelor of Business Administration – Marketing
Kuwait University, College of Business Administration
Alumni, Class of 2023
GPA: 3.21

Experience

Marketing Intern

National Bank of Kuwait (NBK), Kuwait City

June 2023 – August 2023

- Assisted in the planning and execution of digital marketing campaigns.
- Conducted market research to analyze customer behavior and trends.
- Supported the team in developing promotional materials and presentations.
- Gained hands-on experience with social media management tools and content creation.

Skills

- Digital Marketing Strategies
- Market Research & Data Analysis
- Social Media Management (Facebook, Instagram, LinkedIn)
- Content Creation and Copywriting
- Microsoft Office (Excel, Word, PowerPoint)
- Customer Relationship Management (CRM)

Activities

- **Member, Marketing Club** – Kuwait University
 - Organized events and workshops on branding and digital marketing trends.
- **Volunteer, Local Business Expo 2022**

- Assisted in promoting and coordinating small business participation.
- **Sports Enthusiast**
 - Regularly participate in football and swimming activities for team building and fitness.

Interests

- Branding and Consumer Behavior
- Social Media Marketing and Content Creation
- Business and Technology Trends
- Traveling and Exploring New Cultures
- Sports and Fitness