

YOUSSEF IBRAHIM

Senior Marketing Specialist

+966 55 846 1162

y.hazem@hotmail.com

Riyadh, Saudi Arabia

Result-driven and Performance-oriented Digital Marketer with exceptional record of achievements and a substantial experience with success in improving the organization's market presence through marketing activities using market knowledge, competitor research, innovation, and different marketing aspects. Dedicated professional with proven performance in Digital marketing, traditional marketing, and communication. Detail-oriented in problem-solving and planning. Ready to make an immediate contribution and change to your organization.

PROFESSIONAL SKILLS

- SEO / SEM
- Problem Solving
- Critical Thinking
- Social Media Management / Marketing
- Networking and relationship building
- Microsoft Office
- Google Analytics / Ads
- Email Marketing
- Content Generation
- PPC / CPC
- Event Management
- Multi-Tasking
- Campaigns
- Strong Presentation Skills
- Market Analysis
- Competitor Analysis
- Keyword Research
- Organic / Paid Traffic
- Consumer Behavior and Data Analysis
- Performance Metrics
- Lead Generation
- Teamwork and Creativity
- Leadership
- Time Management
- Working Under Pressure
- Promotional Campaigns

WORK EXPERIENCE

SENIOR MARKETING SPECIALIST — NourNet Co

(Nov 2023 – Present)

Riyadh, Saudi Arabia

- Create and organize content for marketing collateral, such as brochures, newsletters, websites, and posters.
- In charge of formulating the guidelines, policies and standards for social media management within the organization
- Managing the company's social media profiles across various social media platforms such as Twitter, LinkedIn, YouTube and other channels that may deem relevant
- Collaborate with designers to provide relevant designs and contents that meet NourNet's audience needs

- Build and manage an extensive publishing schedule that promotes the company's services to a targeted audience through various mediums such as blogs, infographics, videos, etc. maintaining message coherence for NourNet marketing strategies
- Growing new leads, especially marketing-qualified ones using landing pages, CRM, call-to-actions and lead generation content
- Enhance the performance of organic search engines and establish goals based on the number of clicks, visits and conversions
- Assisting the Sales team in capturing and generating leads for the company's services following Cybersecurity events and exhibitions by developing email marketing strategies using MailChimp
- Assisting and executing the planning and organization of all marketing, tradeshow, customer, and partner events including site selection, contract negotiations, banquet orders, speaker assignments, gift/giveaway ordering, off-site logistics coordination, invitation creation, printed materials, brochures and profiles, emailing, and other actions
- Manage and update the company's website from an SEO perspective for a higher domain score
- Develop a monthly, quarterly or annual-based marketing plan for a competitive advantage over competitors
- Assisted in identifying marketing trends for innovation and optimization, driving customer conversions by 36% and website traffic by 43%
- Assisting the PO and Finance departments in issuing PO's and Invoices for partners and customers on the CRM
- Re-Designing marketing materials, social media pages, NourNet's website for a better competitive advantage
- Emphasize securing high-quality inquiries through SEO, paid search marketing, optimization of affiliate vendors, and e-mail marketing enhancements
- Managed to increase the numbers of followers on LinkedIn by extra 4,000 followers in 6 months
- Assisting in coming up with new brochures and profiles for NourNet and its identity.
- Lead projects by overseeing external content providers, and event planning agencies, to create marketing campaigns, brand collateral, and long-term strategies.
- Collaborate with the Marketing Director to create effective content marketing and demand generation strategies that increase awareness and engagement.
- Analyze website performance, conversion rates, member behavior, journey paths, and page performance to continuously improve.

- Increased monthly website traffic by implementing effective SEO strategies which led to 50,000 visitors
- Generated a 55% uplift in organic traffic to the company's website that included 85% new visitors and 15% returning ones
- Created and launched effective paid Twitter campaigns which generated 5,000 profile visits with an increase of 12.5% engagement rate and a 24.7% of new followers
- Created and launched effective paid LinkedIn campaigns which generated 3,782 profile visits with an increase of 11.5% engagement rate and a 57.3% of new followers
- Redesigned and conducted keyword research through SEO tools such as SEMrush, ahrefs, and Moz for the company's services, website and social media platforms which increased the organic keywords in the top 100 by 1211 words and in the top 10 by 476 words
- 88% more pages indexed by search engines / 97% more backlinks / and 3X more leads for the Sales Team.
- Worked within the GRC team in assisting them to design and develop various certificates to meet their clients' needs
- Been in a huge role creating and designing content for Twitter and LinkedIn platforms to target both public and professional sectors
- Assisting the Sales team in capturing and generating leads for the company's services following Cybersecurity events and exhibitions by developing email marketing strategies using MailChimp
- Using tools such as SEMrush / ahrefs / Canva / MailChimp / Ubersuggest / Google Analytics / Google Adwords to carry out effective Digital Marketing Strategies
- Assisting in all aspects of executing marketing events, tradeshow, customer events and partners. This includes site selection, negotiating contracts and banquet orders, assigning speakers, ordering gifts/giveaways, off-site coordination of logistics, invitation development, emailing invitations and tracking follow-up activities to measure results of the events (ROI)
- Manage relationships with external vendors to ensure high-quality and timely execution of marketing programs and to ensure competitiveness
- Suggest and implement direct marketing methods to increase profitability
- Coordinate with Marketing, Sales and Product development teams to ensure brand consistency
- Coordinate the creation of digital content (e.g. website, blogs, press releases and podcasts) to maintain a strong online company image and web presence through social media platforms
- Managed marketing budgets effectively, ensuring optimal resource allocation and cost-efficiency

MARKETING SPECIALIST — FedEx Co*(October 2020 - October 2021)*

Petaling Jaya, Malaysia

- I achieved a 23% increase in website traffic and a 17% lead conversion rate through the development and implementation of extensive digital marketing campaigns across several platforms
- Developed a strong social media presence for FedEx, increased followers on Twitter by 18% in 6 months, and maintained that presence through the creation of engaging content
- Developed and implemented email marketing strategies, leading to a solid return on investment (ROI) of 30% in open rate and 5% in click-through rate
- I improved the website's search engine rating by conducting keyword research and implementing SEO tactics
- Used analytics techniques to examine the efficacy of a marketing effort, drawing conclusions and calculating return on investment (ROI)
- Worked on marketing campaigns in tandem with the sales and creative departments to ensure the smoothness of the business goals and strategies
- Developed and maintained strong relationships with key stakeholders across the organization
- Implemented a customer feedback loop, improving service offerings by 23%

MARKETING ANALYST — Tuanku Jaafar Royal Gallery (Internship)*(June 2020 - October 2020)*

Negeri Sembilan, Malaysia

- Providing ideas and suggestions to improve and enhance the gallery's brand awareness
- Tracking advertising strategies, researching consumer behavior and exploring market trends and opportunities to help increase the awareness of the gallery to the eyes of the public
- Increased revenue by implementing effective sales strategies in all aspects of sales cycle process from prospecting leads through close
- Perform valid and reliable market research SWOT analysis
- Utilize online market research and catalog findings to databases
- Managed a weekly newsletter and increased readership by over 30 %
- Developed positive and productive working relationships with clients
- Analyzed market trends and accordingly developed a sales plan
- Coordinated with sales team in planning promotional activities
- Updated market data in CRM system and Identified business risks and recommended corrective actions
- Assisted in conducting campaigns for outreach activities and Increased brand awareness by 38 %
- Remain fully informed on market trends, other parties research and implement best practices
- Gather and analyze statistical data using modern and traditional methods to collect it

Kuala Lumpur, Malaysia

- Supervising employees' performance and evaluating it according to the company's rules, goals and regulations
- Been exposed to the delivery/pick-up routine procedures made daily by the couriers
- Dealt with customer service inquiries and complaints
- Sorting packages and routing them correctly and loading them into the FedEx vehicles
- Always ensuring the handling of packages safely
- Scanning packages to make sure they are tracked correctly
- Working with management to resolve any safety-related issues
- Accurately process complex orders, provide accurate pricing information, and ensure all customer questions and complaints are resolved quickly to the customer's satisfaction
- Ensure that quality standards are met as well as suggest viable solutions for any problems being identified

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION AND MARKETING — INTI INTERNATIONAL UNIVERSITY

Nilai, Malaysia, *(Jan 2017 – April 2021)* (University of Hertfordshire, UK)

CERTIFICATIONS

- Digital Marketing Course (Udemy)
- Digital Marketing intensive Course (Google Garage)
- Digital Marketing and SEO Specialist (ReliableSoft)
- Digital Marketing Specialist & Strategies (Coursera)

LANGUAGES

- **Arabic** — Native
- **Malay (Brunei)** — Intermediate
- **English** — Fluent
- **German** — Beginner

DIGITAL MARKETING TOOLS

- SEMRUSH
- UBERSUGGEST
- CANVA
- MAILCHIMP
- AHREFS
- TIDIO
- GOOGLE ADS
- GOOGLE ANALYTICS
- CONSTANT CONTACT
- HUBSPOT