

**Basheer Asali**  
**Kafr Qara – 0502628013**  
**basheerasali@gmail.com**

---

Possesses strong moral values, responsible, and committed to achieving goals. Experienced in marketing and retail, motivated and intelligent, organized and able to lead projects with excellent interpersonal skills.

---

### **Education**

2023-2024 Master's Degree in Digital Marketing - HackerU College

10/2016-06/2018 Diploma in Industrial Engineering and Management, Marketing Specialization - Ruppin Academic Center

---

### **Work Experience**

#### 02/2022–Present Gas Station Manager at TEN Petroleum Company

- Established two new gas stations and stores including proper marketing
- Oversaw maintenance, safety
- Managed budgets and operation systems
- Ensured excellence while considering the consumer and company requirements
- Cooperated with various departments

#### 06/2019-02/2022 Gas Station Manager at Dor Alon Company

- Managed three gas and convenience store locations
- Supervised maintenance, safety
- Managed budgets and operation systems
- Concurrently managed 20+ employees across various locations

#### 01/2017-06/2019 Marketing for Sibim Construction Company

- Managed marketing budget
  - Marketing in various channels to increase brand awareness
  - Obtained quality leads
  - Increased annual profit and loss statement by 20%
- 

### **Skills**

Experienced with Office, WordPress, Elementor, Google Search Console, Google Analytics, Photoshop, Canva, PPC, SEO and more. Able to work independently and in a team, innovative in various domains.

---

### **Languages**

Arabic - Native  
Hebrew - Fluent  
English - Fluent