

Fatima Al-Rashid

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PROFESSIONAL SUMMARY

Accomplished Growth Marketing Manager with 2 years of progressive experience in Marketing. Demonstrated expertise in Digital Marketing, SEO, SEM with a strong track record of driving innovation and delivering measurable business results.

CORE COMPETENCIES

Digital Marketing

SEO

SEM

Google Analytics

Facebook Ads

Content Marketing

PROFESSIONAL EXPERIENCE

Growth Marketing Manager | Consumer Brands Inc

2023 - Present | Lisbon, Portugal

- Spearheaded marketing initiatives that delivered 40% improvement in operational efficiency
- Led cross-functional teams of 15 professionals across multiple high-impact projects
- Architected and implemented Digital Marketing solutions resulting in \$342K annual cost savings
- Established best practices and mentored 6 team members, improving overall team productivity by 28%

EDUCATION

MBA

University of Buenos Aires | 2020

Bachelor of Science in Business Administration

University of Buenos Aires | 2018

CERTIFICATIONS

- Facebook Blueprint Certified
- Adobe Certified Expert

LANGUAGES

English | Arabic