

# Rami Shoula

Digital Marketing Manager

## Profile

Experienced Digital Marketing Manager with a proven track record of developing and directing high impact digital marketing strategies. Skilled in overseeing web strategy and development, digital engagement, and consumer-facing tools. Adept in guiding strategic relationships to achieve company goals.

## Employment History

### Digital Marketing Manager at Alaine Inc. , New York

November 2017 — March 2021

- Defined, developed, and implemented marketing strategies to automate and measure target audience movement.
- Established processes and protocols for campaign measurement to optimize results.
- Maximized cost-effective operations and continually evaluated spending.
- Partnered across the organization to ensure content developed addressed consumer needs and wants.
- Served as an expert for digital channel platforms.

### Digital Marketing Manager at Client XII, Seattle

July 2014 — October 2017

- Developed and lead processes to expand retail opportunities.
- Facilitated client on-boarding.
- Brought forth a strong understanding of SEO best practices.
- Developed and implemented SEO strategies,
- Monitored and tracked performance levels.
- Managed the marketing database and data management initiatives.

## Education

### Bachelor of Marketing, Seattle Central College, Seattle

September 2010 — May 2014

### High School Diploma, Bellevue High School, Bellevue

September 2006 — June 2010

## References

### Kyle Corcoran from Client XII

[corc\\_ra99\\_an@clientxii.com](mailto:corc_ra99_an@clientxii.com) · 206-543-2121

### Julia Sparro from Alaine Inc.

[sprro@alaineinc.org](mailto:sprro@alaineinc.org) · 206-980-4343

### Alina Mendes from Alaine Inc.

[alina@alaineinc.org](mailto:alina@alaineinc.org) · 206-547-8913

## Details

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## Skills

SEO Best Practices

Digital Marketing

Content Marketing

Leadership Skills

Analytics

Adaptability

Multitasking

## Languages

German

English

