



# ABDALHALIM YOUSIF

DIGITAL MARKETING MANAGER

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## EDUCATION

2014

Bachelor's Degree architecture  
& Planning

Omdurman Islamic University

## CERTIFIED MARKETER

Google - Meta - LinkedIn -  
Snapchat - TikTok

## MY PROFILE

Experienced Marketing Consultant. I help brands & governments & private sectors to create, grow, maintain, and improve their digital presence using the latest tools, features, and platforms to increase & enhance their digital footprint achieving their KPIs.

## BRANDS & CLIENTS I HELPED



إرامكو السعودية  
Saudi Aramco



هيئة التراث  
Heritage Commission

المركز الوطني لتنمية  
القطاع غير الربحي  
National Center for  
Non-Profit Sector



الرومانسية  
alRomansiah



مسك  
msk



المؤسسة العامة لتأهيلات الاجتماعية  
National Center for Social Responsibility



السيف غاليري  
Alsaif Gallery



## WORK EXPERIENCE

### MARKETING DIRECTOR 2022- PRESENT Amaz Co - Digital Marketing Agency

- Overseeing marketing department while Evaluating, & developing marketing plans.
- Working with clients to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.
- Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Coordinating marketing projects from start to finish.
- Organizing Clients conferences, trade shows, and major events.

### DIGITAL MARKETING MANAGER 2020 - 2022 Amaz Co. Digital Marketing Agency

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build, & maintain our social media presence.
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies.
- Utilize the strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch-points.

## LANGUAGE

ENGLISH  
ARABIC



## TOOLS & TECHNOLOGIES

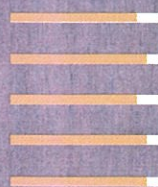
Microsoft Office  
Google AdWords  
Google Studio  
Facebook Blueprint  
Twitter Ads  
Hootsuite Social  
Adobe Creative Cloud

## INDUSTRY KNOWLEDGE

Data Analysis  
Marketing Strategy  
Digital Media  
Event Management  
Publishing

## SKILLS

Public Speaking  
Leadership  
Teamwork  
Time Management  
Knowledge Transfer



## WORK EXPERIENCE

- REPORTS & ANALYSIS MANAGER** 2019 - 2020  
Amaz Co. Digital Marketing Agency
  - Lead cross-functional projects using advanced data modeling and analysis techniques to discover insights that will guide strategic decisions and uncover optimization opportunities.
  - Build, develop, and maintain data models, reporting systems, data automation systems, dashboards, and performance metrics support that support key business decisions.
  - Oversee the design and delivery of reports and insights that analyze business functions and key operations and performance metrics.
  - Work directly with clients/management and users to gather requirements, provide status updates, and build relationships.
  - Develop and implement quality controls and departmental standards to ensure quality standards, organizational expectations, and regulatory requirements.
- DIGITAL OPERATIONS CONSULTANT** 2019 - 2020  
Angles Media
- DIGITAL MEDIA SPECIALIST** 2017 - 2019  
Smaat Co
  - Analyze and report on web traffic, social media platforms, analytics, and engagement.
  - Develop and implement online marketing policies and projects on the web and social media platforms.
  - Keep abreast of new social media sites, web technologies, and digital marketing trends; implement these new technologies in developing campaigns and update current campaigns to include further information.
  - Drive traffic to client's websites and social media platforms.
  - Forecast campaign growth and ROI for client's internet presence and customer base.
  - Use GoogleAnalytics, GoogleAdWords, Analysis tools, and other relevant sites.
- DIGITAL MEDIA SPECIALIST** 2016 - 2017  
Tawasul Newspaper
- DIGITAL MEDIA SPECIALIST** 2013 - 2016  
Smart Tags