



## Ali Salah

Senior Marketing  
Executive

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☎ 253-5698-968

📍 Dubai, UAE

### Education :

#### MBA

XYZ School of  
Management, Jun, 2018

#### B.S. in Business Administration

Cairo University, Egypt –  
July, 2016

### Certifications:

- Certified Marketing  
Executive
- Certified Professional in  
Marketing
- Certified Social Media  
Strategist

### Summary

Senior marketing executive with over fifteen years of experience in developing and executing successful marketing plans for high-growth companies. Proven track record in creating and managing teams, developing brand strategy, and driving customer acquisition. Experienced in B2B and B2C environments.

### Work Experience

#### Company A, Senior Marketing Executive May, 2022 – Current

Developed and executed a comprehensive marketing strategy to increase brand awareness, drive sales growth, and improve customer retention by leveraging digital channels such as SEO/SEM, email marketing, paid search, social media advertising (Facebook & Instagram), retargeting, CRM data management platforms (e.g., Salesforce).

Managed the development of an integrated content calendar for all owned channels including website, e-commerce platform, blog posts, Facebook ads and other online assets.

Led the creation of a new company logo and branding guidelines that were implemented across all owned channels in order to create consistency with current customers while attracting new ones.

Oversaw the implementation of a multi-channel campaign focused on driving traffic to our newly redesigned website which resulted in over %200 year-over-year growth in web visitors within 6 months after launch.

Collaborated closely with internal stakeholders to develop strategies that aligned with business goals and objectives while also ensuring compliance with legal regulations regarding privacy policies and disclaimers related to promotional emails sent via email marketing software like MailChimp or Aweber

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### **Company B, Senior Marketing Executive March, 2019 –April, 2022**

Spearheaded the development of a new marketing campaign that increased sales by %15 over 3 months

Collaborated with other departments to create an integrated digital and print marketing strategy for company expansion

Created, organized and managed all social media platforms (Facebook, Twitter, Instagram) for brand awareness campaigns

Managed email marketing campaigns including developing content calendars and creating landing pages for lead generation purposes

Conducted market research on competitors' products/services to stay ahead of industry trends in consumer behavior

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### **Company C, Junior Marketing Coordinator November, 2016– December, 2018**

Developed and executed marketing campaigns to promote new products and services, as well as to increase brand awareness.

Created and maintained relationships with key media contacts to secure favorable coverage of company news and events.

Analyzed customer data to identify trends and develop targeted marketing strategies designed to increase customer loyalty and retention.

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## **Skills**

**Industry Knowledge:** Digital Marketing, SEO, SEM, Social Media Marketing, Content Marketing, Email Marketing, Affiliate Marketing

**Technical Skills:** Hootsuite, Sprout Social, Google Analytics, Google AdWords, Facebook Ads Manager, LinkedIn Ads

**Soft Skills:** Communication, Leadership, Creativity, Strategic Thinking, Problem Solving, Time Management, Organization