

YOUSEF AL YASSAIN

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OBJECTIVE

Motivated professional majored in marketing with 5 years of experience. launched several marketing campaigns helping to achieve company objectives and generate revenue as an account manager in retail and real estate looking to explore new challenges in the technology sector.

EDUCATION

Bachelor's Degree Oct 2015 - Jul 2020

Imam Mohammad Ibn Saud Islamic University Riyadh

Business Administration - Marketing

EXPERIENCE

- HRAKAT AGENCY – PROJECTS MANAGER.** (APR 2024 – PRESENT)
 - Ensure that the project is delivered on time within the scope and within the project.
 - Oversee tracking of data about accounts, intervening when problems occur.
 - Lead marketing efforts, pricing, and outreach to upper management
 - Identified opportunities and helped in growing business with existing clients,
 - Kept projects on budget and moving efficiently through objectives
 - Manage the staff, clients, and process for particular accounts and policies for all accounts
- ADDIYAR HOUSING COMPANY – SALES & MARKETING MANAGER** (DEC 2022 – MAR 2024)
 - Create marketing strategies.
 - Analyzing market trends and preparing forecasts.
 - Increasing brand awareness and market share.
 - Coordinating marketing strategies with the sales, finance, public relations, and production departments.
 - Developing and managing the marketing department's budget.
 - Overseeing branding, advertising, and promotional campaigns.
 - Managing the marketing department's staff.
 - Preparing and presenting quarterly and annual reports to senior management.
 - Develop and maintain strong relationships with key clients, understanding their business goals and needs.
 - Collaborate with internal teams to resolve client issues and ensure client satisfaction.
 - Proactively identify and address any issues or concerns that key clients may have.
- APPLIED COMPUTER SERVICES CO. - MARKETING SPECIALIST** (SEP 2022 – DEC 2022)
 - Support and assistance in implementing promotional plans.
 - Facilitate and provide problem-solving for the target audience.
 - Work to improve the public image of the institution through the use of electronic and traditional channels.
- SAMNAN HOLDING GROUP - MARKETING SPECIALIST & CENTRAL REGION SUPERVISOR** (SEP 2020 - SEP 2022)
 - Analyze and report on the performance and efficiency of campaigns.
 - Write, proofread, and edit creative and technical content across different mediums.
 - Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met.
 - Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events.
 - Collaborate with other internal teams (product and sales e.g.) to develop and monitor strategic marketing initiatives.
- INTERNSHIP** (NOV 2018 - MAR 2019)
 - El Seif Engineering Contracting Company Riyadh

SKILLS

- Interpersonal relationship.
- Content creation.
- SEO & SEM.
- Social media marketing.
- Digital advertising.
- Outreach marketing.
- Time and project management.
- Software Oracle and SAP.
- Adobe Illustrator.

LICENSES & CERTIFICATION

- Fal license for CRM and Marketing.
- Marketing through social media channels.
- Photography and image editing.
- Launching & managing digital campaign Ads.
- Quality and human resources management.
- English language course.
- PMP training 35 hours.
- Product pricing strategies.