

Ahmed Saud Alotaibi

Senior Digital Marketing Specialist

Riyadh, Saudi Arabia | ahmed.alotaibi@email.com | +966 55 123 4567 | linkedin.com/in/ahmed-alotaibi

Professional Summary

Senior Digital Marketing Specialist with 4 years of experience managing digital and performance marketing campaigns across Google Ads and Meta Ads, overseeing annual ad budgets of up to SAR 1.2 million. Reduced customer acquisition cost from SAR 85 to SAR 52 (-39%) and grew organic search traffic by 120% year over year. Seeking a Marketing Manager role to lead marketing strategy and develop a marketing team.

Work Experience

Senior Digital Marketing Specialist — Rawaj E-Commerce

January 2022 – Present | Riyadh

- Manage an annual digital advertising budget of SAR 1.2 million across Google Ads and Meta Ads within performance marketing campaigns.
- Reduced customer acquisition cost (CAC) from SAR 85 to SAR 52 (-39%) within 6 months.
- Grew organic search traffic by 120% year over year by restructuring keywords and content.
- Increased social media engagement by 60% over 12 months by rebuilding the content plan.
- Supervise a team of 3 specialists and manage the weekly content schedule.

Marketing Coordinator — Ufuq Digital Marketing Agency

June 2020 – December 2021 | Riyadh

- Managed campaigns for 8+ clients with a combined budget of SAR 200,000.
- Launched a product launch campaign that achieved 3.5 million impressions and 12,000 conversions.
- Grew client account followers by an average of 45% during campaign periods.
- Prepared monthly performance reports using Google Analytics and Looker Studio.

Education

Bachelor of Marketing — King Saud University

Riyadh, 2020

Skills

Technical: SEO, Google Ads, Meta Ads, GA4, Looker Studio, HubSpot, Marketing Automation, Data Analysis, A/B Testing, Campaign Management, Content Marketing

Interpersonal: Team Leadership, Stakeholder Management, Strategic Planning, Budget Management

Certifications & Courses

- Google Ads Certification (2023)
- Google Analytics (GA4) Certification (2023)
- Meta Certified Digital Marketing Associate (2022)
- HubSpot Content Marketing (2021)

Languages

- Arabic (Native)
- English (Advanced – C1)