

Headline

Senior Digital Marketing Specialist | Performance Marketing across Google Ads & Meta Ads | Cut customer acquisition cost by 39% and managed ad budgets up to SAR 1.2M

About

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.

In my current role at Rawaj E-Commerce, I reduced customer acquisition cost (CAC) from SAR 85 to SAR 52 (-39%) within 6 months and grew organic search traffic by 120% year over year by restructuring keywords and content.

I also increased social media engagement by 60% over 12 months by rebuilding the content plan, and I supervise a team of 3 specialists while managing the weekly content schedule.

Previously at Ufuq Digital Marketing Agency, I managed campaigns for 8+ clients and launched a product launch campaign that achieved 3.5 million impressions and 12,000 conversions.

I am seeking a Marketing Manager role to lead marketing strategy and develop a marketing team. Feel free to reach out at ahmed.alotaibi@email.com.

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.
- 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.

Skills

- Google Ads
- Meta Ads
- Performance Marketing
- GA4
- SEO
- Campaign Management
- Budget Management
- Data Analysis

- A/B Testing
- Looker Studio
- HubSpot
- Marketing Automation
- Content Marketing
- Team Leadership
- Strategic Planning