

ALAA M. YOUSIF

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As a seasoned Senior Marketing Executive with over 4 years of progressive experience, I am a results-driven leader known for delivering dynamic marketing strategies that drive revenue growth and brand recognition. My career has been marked by a proven track record of spearheading high-impact campaigns, harnessing cutting-edge digital technologies, and building and mentoring top-performing marketing and sales teams

EDUCATION

Master of Management and Information Systems | Future University

March 2023

Bachelor of Business Computing and Information Systems, Major Business Computing | Sudan International University

September 2018

LANGUAGES

- Arabic – Native
- English - Professional

EXPERIENCE

Senior Marketing Executive | IATL International

2020 – 2023

- Completed and submitted monthly and yearly reports to support executive decision-making.
- Analyzed marketing campaigns using key metrics and performance indicators.
- Supervised sales and marketing team of 10 personnel.
- Coordinated and prepared for various marketing events and industry conferences.
- Planned and executed events and marketing programs to increase qualified leads.
- Launched marketing activities for new product lines and market penetration.
- Managed and oversaw the design of marketing material and promotional literature for the organization.
- Identified target audiences and devised campaigns to match target demographics and optimize results.
- Communicated directly with customers and partners to build strong business networks and relationships.
- Translated customer needs into solution requirements using powerful value propositions and negotiation skills.

- Identified new business opportunities through cold calling, networking, marketing, and prospective database leads.
- Met with customers to discuss and ascertain needs, tailor solutions, and close deals.
- Worked with sales team to collaboratively reach targets, consistently meeting or exceeding personal quotas.
- Coordinated with design and media teams to develop high-quality creative assets.

Junior Marketing Executive | IATL International

2019 – 2020

- Developed and executed marketing programs and general business solutions resulting in increased company exposure, customer traffic, and elevated sales numbers.
- Planned and executed events and marketing programs to increase qualified leads.
- Completed and submitted monthly and yearly reports to support executive decision-making.
- Onboarded new customers efficiently by developing database listings, uploading information, and defining related lists.
- Planned and executed marketing campaigns to target groups, areas, and wider community.
- Managed budget allocation and resource utilization to maximize marketing ROI.
- Wrote and distributed press releases to increase brand visibility.
- Actively listened to customers, handled concerns quickly and escalated major issues to supervisor.
- Responded to customer requests, offering excellent support and tailored recommendations to address needs.
- Monitored advancements in social media and technology, working with marketing teams to adopt new platforms and facilitate integration into marketing plans.
- Assisted product team in properly and effectively handling bad reviews and negative posts.
- Managed social media accounts for clients, generating interest for existing and upcoming product or service releases.
- Managed event logistics and operations.
- Utilized internal databases to prepare and distribute guest lists, electronic invitations and registration processes.
- Negotiated and worked with venues and vendors to carry out event objectives.
- Made budgets and proposals for events and event details such as bookings and guest logistics.

Executive Secretary | NOVA International Schools

2018 – 2019

- Answered high volume of phone calls and email inquiries.
 - Produced accurate office files, updated spreadsheets, and crafted presentations to support executives and boost team productivity.
 - Filed paperwork and organized computer-based information.
 - Greeted arriving visitors, determined nature and purpose of visit and directed individuals to appropriate destinations.
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ACHIEVEMENTS

- Created and distributed valuable content to maintain customer communication and encourage feedback.
- Prepared an annual marketing plan, driving customer engagement and generating traffic to printing solutions by 60% within four months.
- increasing customer satisfaction from 40% to 65%; designed and organized a CRM training curriculum for the management team and 20 customer service employees.
- Organized events to promote sales and took customers to site visits.
- Provided training to new employees to capitalize their strengths and abilities.
- Designed logo, marketing material for landscaping company.
- Created, prepared, and managed +10 Business Events.
- Increased sales by 20% through social media campaigns.

SKILLS

- Market Segmentation
- Account Management
- Odoo ERP (Enterprise Resource Planning) Software
- Budget Management
- Sales Presentation
- Prospecting and Cold Calling
- Digital Advertising
- Graphic Design
- Business Event Planning
- Excellent Written and Verbal Communicator
- Microsoft Office Suite Expertise
- Branding
- Sales Expertise
- RFP Responses
- Social Media Platforms
- Teamwork and leadership