**Alexander** **Alexander.368391@2freemail.com**

**Career Objectives**

Seeking a **Social Media Specialist** position with Tools where I may be able to apply my knowledge of marketing practices as used with modern technology.

**Highlight Qualification**

* Excellent knowledge of collaborating with both internal and external sources to strategize social media content.
* Highly skilled in overseeing daily management of social media content.
* Functional knowledge of optimizing social media impact and engagement activities.
* In depth know how of working with digital marketing teams to optimize influencer programs.
* Excellent understanding of Internet and social media channels.
* Leadership Management.

**Excellent in Marketing Through Social Media and SEO**

* Increased the company’s sales by 20% in three months by employing effective media marketing strategies.
* Plan and execute all web, SEO/SEM, marketing database, email, social media and display advertising campaigns.
* Design, build and maintain our social media presence.
* Measure and report performance of all digital marketing campaigns, and assess against goals

(ROI and KPIs).

* Identify trends and insights, and optimize spend and performance based on the insights.
* Brainstorm new and creative growth strategies.
* Plan, execute, and measure experiments and conversion tests.
* Collaborate with internal teams to create landing pages and optimize user experience.
* Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
* Instrument conversion points and optimize user funnels.
* Collaborate with agencies and other vendor partners.
* Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.



**Leadership Management**

* Creating an inspiring team environment with an open communication culture.
* Set clear team goals.
* Delegated tasks and set deadlines.
* Oversee my day-to-day operation.
* Monitoring my team performance and report on metrics.
* Motivate my team members.
* Discover training needs and provide coaching.
* Listening to my team members’ feedback and resolve any issues or conflicts.
* Recognize high performance and reward accomplishments.
* Encourage creativity and risk-taking.
* Suggest and organize team building activities.

**Experience**

Al Motawa Trading Company – Saudi Arabia - August 2013 - Present

**Social Media Specialist**

* Identify, evaluate and monitor relevant social media channels.
* Implement strategies for using social media channels for marketing purposes.
* Establish relationships with online communities by identifying key influences.
* Manage social media properties such as Facebook, LinkedIn, Instagram, Snapchat, WhatsApp, Google+ and twitter.
* Utilized Twitter and Facebook to resolve customer issues with home appliances, Air Conditioners and digital products.
* Creating Advertising in Google Adwords and Google AdSense
* Creating Advertising in Gemini Yahoo Ads
* Assist in moderating forums.

**Delegated Marketing Head**

* Assistant in event to secure venues, food, speakers, sponsors, and all the logistics that come with live events like a securing sponsors and prizes for online events
* Market Research to create surveys and send them out and organize the results into usable data.
* Send thank you notes to the customers whose purchase online in our ecommerce website.
* Create Annual Plan for Marketing Activities along with the budget.

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**Webmaster**

* Responsible the design of company website, including graphics, animation and functionality for Ecommerce.
* Develop website infrastructure and application related to pages with more advanced graphics and features.
* Monitoring web server host and site technical performance.
* Developed and maintain company ecommerce websites on the Shopify platform named

ShopHomyOnline.

* Implementing search engine optimization strategies in Google AdSense and AdWords such as keywords, meta-name and metatags.
* Strategies to promoting company websites online to increase prominence within their web community where possible.
* Work closely with the IT Division, Sales Division to set and ensure web marketing campaigns achieve budgeted commercial targets.
* Circulate efficient, accurate and prepare status reporting, detailing results of each web marketing campaign and possible improvement.
* Advise all the managers on the improvement, results, competition and new direction in technology to assist with marketing of the brand.
* Maximize online affiliate opportunities and revenue generation for the brand (with possibility of widening affiliate advertising schemes).
* Ensure the regular communication and email contact with affiliates and act as main point of contact.
* Source and manage new revenue generating online marketing opportunities.

AJA-Races Services, Inc. – Philippines – February 2011 – June 2013

**Webmaster**

* Update and maintain existing AJA Races website Design.
* Using WordPress as a CMS, I created a theme based on our current site that allows the employees to login and update their personal biographies.
* Take executive decisions in which one is the best tools and why, because we present my final decision to all the managers involve in new project
* Generate inquiries through online, promote AJA Races product and services online and handling servers and online application

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**Education**

Asian Institute of Computer Studies – Philippines – Associate in Computer Science

Java Programming, Networking, Microsoft Office and Web Designing Course Completion GPA 2.5

**Selected Certification Accomplishment**

**Innovative Certification Programs**

* Certificate of Appreciation (Online Brochure Design) Aug. 18, 2014
* Performance Excellent Letter (Electronic Brochure) Aug. 9, 2014
* Certified Internet Webmaster (Master CIW Designer) Sept. 12, 2014
* Certificate of Attendance (Completed Training Supply Chain Mgmt. System) Sept. 29, 2014
* Certification of Recognition (Distinction Award for Innovative Web Design) Apr. 30, 2015
* Certificate of Appreciation (Participation for ISO 9001 Auditing for Webmaster) Apr. 30, 2015
* Certificate of Achievement (Advance MS Outlook 2010) March 2016
* Appreciation Certificate (Al Hassa Chamber Award) Oct. 2016
* Google Analytics Individual Qualification Certificate (Google Analytics Qualified) May 6, 2017

**Selected Project Accomplishment**

**Innovative Web Design**

* Designed Company Website – *www.almotawa.com.sa*
* Designed Company Showroom Website – *www.homy.com.sa*
* Designed Showroom Information Website – *www.homy.com.sa/homystore*
* Designed Company Brand and Product Website – *www.almotawa.com.sa/winnerbrand*
* Web Administrator Ecommerce Store – *www.homyonline.com*
* Designed and Configured the Database It Helpdesk Ticket System (Web-based) – *www.almotawa.com.sa/helpdesk*
* Designed and Configured the Database of Documents Management System (Web-Based) – *www.almotawa.com.sa/opendocman*

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