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Technical Skills

- Adobe Suite
- Cinema 4D
- Google Analytics
- Google Ads
- Google Admin
- Microsoft Office Suite
- 12d Model
- SEO
- Figma

Skills

- Marketing Strategy Development & Execution
- Digital Marketing
- Brand Development & Management
- User Experience
- Corporate Design
- Leadership
- Analytics & Reporting
- Database Management
- System analysis & Design
- Proactive Resource Development
- System Prototyping
- Presentation
- Networking
- Client Relations

Education

Bachelor of Science in Management Information Systems, B.A. | 2018

Prince Mohammad bin Fahd University

Second Class Honor, GPA 3.83/4.0
Dean's List: All Fall & Spring Semesters 2015 - 2018

Graphic Design Diploma | 2020
Inspirme Institution

Google App Marketing Campaigns | 2021
King Faisal University Training Center

ALI ALSADAH

Strategic Marketing Executive Driving Brand Success through Digital Transformation
Eastern Provence, Saudi Arabia | +966 55 634 5686 | alsadahali2@gmail.com

Summary

Results-driven Marketing Executive with a B.S. in Management Information Systems and demonstrated skill in enhancing brand visibility through innovative and data-driven marketing strategies. Specializes in cultivating client relationships and coordinating cross-functional teams to execute integrated campaigns and optimize ROI. Employs vast experience in digital marketing and increasing lead generation, brand awareness, engagement to reach targeted audiences and boost revenue, Leverages market research and data analysis to drive growth in fast-paced environments and exceed company goals.

Work Experience

Marketing Executive

Saveto Group

July 2023 to Present
Saudi Arabia

- Analyze marketing data for actionable insights to identify trends using advanced analytics, preparing comprehensive reports, and KPIs.
- Kept abreast of the latest marketing trends, technologies, and best practices, and recommended innovative strategies to stay ahead of the competition.
- Ensured the quality assurance of product packaging by meticulously inspecting the colors and contents of each shipment before releasing them to the production lines.
- Actively engaged with clients and conducted frequent market visits to gain in-depth insights into current industry trends.

Head of Marketing and Technical Team

Construction Solutions for Consultancy and Geodetic Services

October 2022 to July 2023
Saudi Arabia

- Organized and managed successful digital marketing campaigns by conducting and evaluating market research, which increased lead generation by 60%.
- Cultivated a strong network of industry contacts, generating perpetual business opportunities and acquiring 60% more clients.
- Developed and executed content marketing strategies, advertisements, and displays that increased brand visibility, engagement, and traffic across channels and events by 90%.
- Conducted virtual and in-person lectures with potential clients, increasing product awareness by 70% and generating qualified leads.

Graphic Designer

Al Hoty Company Limited

October 2020 to October 2022
Saudi Arabia

- Developed creative advertising assets, increasing brand awareness for several channels and multiple divisions.
- Collaborated with the management and technical teams to oversee the plans for more than 50 projects around the kingdom including custom mobile lab and construction projects.
- Represented the company at all events and exhibitions, managing company booths and advertising to generate leads and network.

Sales Coordinator

EF Education First

February 2020 to April 2020
Saudi Arabia

- Met or exceeded all monthly sales targets, successfully expanding market reach through effective promotion in target environments and following up on inbound leads.

Internship Training

Brash Brands, Dubai

August 2019 to October 2019

- Performed customer and market research, and data collection of current market and trends, and suggesting strategy improvements to better the brand position.

Saudi Aramco, Saudi Arabia

July 2017 to October 2017

- Served on HR Units and Projects Unit team while working to improve the company's Project Tracking System, collaborating with cross-functional teams and senior management to optimize operations.

