



Yousif Saad

Marketing and Sales
Professional

☎ 00971527961048
✉ Yousuf.Saad050@gmail.com
📍 Dubai, UAE

SUMMARY

4 Years experienced bilingual sales and marketing professional. With a proven track record of expertly achieving targets. Known for crafting engaging and creative content for websites, social media campaigns, and other marketing materials that increase market share and brand awareness. a self-learner recognized for high communication skills, a sharp eye for details, creativity and critical thinking.

EXPERIENCE

Corporate Communication and Social Media Officer

10/2020 - 08/2021

Earthlink Telecommunications

- Created and executed social media campaigns to increase LinkedIn page Impressions by 300%.
- Created and executed +7 social media campaigns to increase brand awareness on multiple platforms.
- Wrote and prepared 4 social media and TVC ads scripts, achieving +6 million views on social media with one of them and +10 million views in total.
- Wrote SEO-friendly website blogs achieving the highest recorded CTR on the company website.
- Created a social media brand style for 2 different pages on 2 different platforms.
- Enhanced employee branding on social media by researching, planning and executing social media content.
- Achieved the engagement target by creating 90 posts per month.
- Assisted the event management team in many successful events with creative ideas and physically coordinating the logistics.

Content writer/Translator (Freelancer)

04/2020 - 07/2021

Arabella Store and Nasswallet (Sister companies)

Wrote, edited and translated content for websites, blogs, videos, social media posts/campaigns and more.

Created creative sales-oriented content to be published across a wide variety of digital platforms.

Wrote and translated descriptions for a huge number of products, from beauty brands to clothes and gaming devices and accessories.

Key Accounts Manager

06/2019 - 10/2020

Earthlink Telecommunications

- Developed trust relationships with +250 reseller to ensure a maximum churn rate less than %3.
- Achieved the highest customer satisfaction for three consecutive months with a rate of 95%.
- Continually supported and proposed solutions to the resellers increasing their revenue by +100%.
- Followed up the progress of +250 reseller on monthly basis and reported their growth, possible opportunities, and complains.
- Served as the link of communication between key customers and internal technical and commercial teams 112 hours per week.

Marketing Assistant

03/2018 - 05/2019

Al-Burhan Center

- Did tours and presentations to advertise our facility, successfully attracting a major contract and handing the sales team a +\$600,000 per year contract.
- Assisted the marketing manager with monthly reports and analyzed and reported room sales growth or decline with charts and spread sheets.
- Supervised marketing material, from banners to hard copy brochures and billboards ensuring all aligned with the brand values and vision.

- Sought potential business opportunities, and followed up the local tenders publications.
- Analyzed competition and assisted the marketing manager with special offers.
- Prepared a customized plans dedicate for the clients insuring high satisfaction achieved.
- Assisted the events team with planning for a number of successful events.

Customer Service officer

01/2018 - 03/2018

Al-Burhan Center

- Maintained and reported daily guests movements.
- Managed online reservations and bookkeeping.
- Reported occupancy on monthly basis.
- Maintained professional e-mail correspondences with clients and other companies.
- Organized, started and maintained a documents archive procedure.
- Maintained invoicing and payment arrangements.

Social Media Advertising & Online Sales Admin

07/2014 - 08/2015

Lavender Beauty House

- Created 60 sales-oriented posts per month.
- Expanded Lavender beauty house presence on social media by creating Instagram page.
- Advertised social media posts increasing reach by 200%.
- Managed the online sales and delivery process.

EDUCATION

Telecommunications Engineering

2017

Al-Mansour University College - Bachelor of Engineering

CERTIFICATES

DMAIC white belt certified.

Mikrotik MTCNA Training Course.

Cisco CCNA Routing & Switching Training

Cisco IT Essentials.

LinkedIn Learning: Marketing Communications.

LinkedIn Learning: Communication Foundations.

LinkedIn Learning: Competitive Market Analysis.

LinkedIn Learning: Creating Communication Strategy.

LinkedIn Learning: Branding Foundations.

LinkedIn Learning: Marketing Foundations.

SKILLS

Creative Writing

Copywriting

Content Writing
Branding
SEO
Advertising
Marketing Communication
Marketing Analysis

Communicating Skils
Sales Skills
Creativity
Networking
Customer Relationship Mana
gement

LANGUAGES

English

Arabic