

Yassin Kamal

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SUMMARY

Strategic and results-driven professional with 8 years of expertise in **Project Management, digital marketing, business development, and operations**. Delivered **12.5% YoY revenue growth, generating \$700K** in additional sales while reducing supply chain costs by **10%**. Increased social media engagement by **33%** and led paid campaigns with **14.5K+** interactions. Proficient in project planning, Google Analytics, Meta Ads Manager, CRM systems, and content creation tools. Skilled in **SEO, PPC, lead generation, and client acquisition strategies**, with strong leadership in team management, workflow optimization, and **data-driven decision-making** to scale businesses and **maximize ROI**.

SKILLS

- **Digital Marketing & AI Tools:** Meta Ads Manager, Google Ads, LinkedIn Ads, PPC strategy, AI-assisted campaign optimization, ChatGPT, Jasper AI, MidJourney (visual content)
- **SEO & Content Marketing:** SEO strategy (on-page/off-page), AI-powered keyword research, content marketing, inbound marketing, content calendars, CMS management
- **Analytics & CRM:** Google Analytics (GA4, Certified), Google Search Console, KPI tracking, HubSpot CRM, WhatsApp Business, AI-based A/B testing, budget forecasting
- **Sales & Business Development:** B2B/B2C sales operations, lead generation, revenue growth, supplier negotiation, client acquisition, market expansion
- **Project & Operations Management:** Agile/Scrum, Jira, Asana, Lean/Six Sigma, risk & contingency planning, workflow automation, inventory & supply chain management, procurement strategy, cost optimization
- **Leadership & HR:** Mentorship & coaching, change management, payroll & HR oversight, training & onboarding, performance management, stakeholder engagement
- **Financial & Data-Driven:** Budgeting, financial transactions & compliance, data-driven decision making, ROI optimization
- **Soft Skills:** Communication, problem-solving, adaptability, strategic planning, negotiation
- **Learning & Adaptability:** Demonstrated ability and willingness to quickly learn new industry-specific tools and processes to support the company
- **Communication & Collaboration Tools:** Microsoft Teams, Zoom, Slack, Google Meet, Trello, Asana, email communication, in-person presentations, stakeholder engagement

WORK EXPERIENCE

ERA Restaurant

Aug 2024 – Feb 2025

Digital Marketing Project Manager | Paid Ads, SEO & Brand Growth

Remote

- Executed comprehensive social media tactics that incorporated audience insights, resulting in a **33%** increase in Instagram engagement within **6 months**.
- Launched and managed paid social media campaigns with Meta Ads Manager, **achieving 14,531 ad views and 11,568** quality interactions to support **customer acquisition goals and brand awareness**.
- **Produced engaging video** content using **Canva and CapCut**, reaching **6.5K views** in the **first three weeks**, which enhanced **organic** content performance.
- **Repurposed content** for multiple platforms, elevating cross-platform reach to **43.9K views on Facebook** and reinforcing brand consistency across **digital touchpoints**.
- Analyzed performance metrics with **Meta Insights and Google Analytics** to refine content strategies, leveraging **data-driven insights** and **SEO best practices** to optimize **campaign ROI**.

AL-Ostoura Company

Feb 2021 – Apr 2024

Business Development & Operations Manage

- Directed strategic planning and operational improvements for a leading **B2B and B2C distributor**, aligning initiatives with key business and marketing goals to achieve **12.5% YoY growth**.

- Managed annual revenues by optimizing client relationships and upselling techniques, generating an additional **\$700K** in sales while tracking KPIs to ensure performance alignment using **Google Sheets, CRM systems, and WhatsApp Business**
- Identified and captured **new business opportunities** through **revenue growth strategies** and **client acquisition initiatives**, driving consistent market expansion and enhanced stakeholder collaboration.
- Negotiated **international supplier contracts remotely**, reducing **supply chain costs by 10%** and ensuring seamless product availability to support sustained business performance.
- Built and nurtured **strategic partnerships**, securing **high-value collaborations** that expanded market share and delivered additional **revenue streams through effective stakeholder management**.
- **Led** cross-functional teams of **10 members**, enhancing employee performance, team development, and retention rates through structured **mentorship programs and performance management systems**.
- Improved operational efficiency by streamlining inventory management systems with Excel dashboards, achieving **98% on-time order completion and reducing delivery lead times**.
- Partnered directly with the **company owner on strategic decisions around growth, supply chain, and operations**.
- **Supervised staff and managed payroll, HR**, ensuring accurate salary distribution, retention, and workforce motivation.
- Conducted in-depth **financial audits and data analysis, maintaining 99% accuracy in sales transactions, budget forecasting, and profitability analysis**, leveraging data-driven insights for decision making.

AL-Ostoura Company Sales Operations & CRM Coordinator / Project Coordinator

Feb 2019 – Jan 2021

- Managed **40-50 daily** client interactions with a focus on consultative **sales techniques** and digital communication tools to boost lead **conversion rates** and customer satisfaction.
- Enhanced sales pipelines with CRM systems, generating **new business leads** and **driving customer acquisition** to expand market reach.
- Negotiated with suppliers via Digital channels and maintained procurement records using Google Sheets, achieving **6% cost savings while ensuring 100% stock availability**.
- Improved **order accuracy to 98%** and **reduced audit time by 14%** through meticulous inventory audits and demand forecasting, ensuring **operational efficiency**.
- Streamlined sales reporting processes with Excel and Google Sheets, accelerating report generation and providing actionable business insights for performance tracking.
- **Led training & onboarding for new hires 15+** new hires, designing training materials and coaching programs to boost **team performance, operational efficiency, and employee retention**.

AL-Ostoura Company Operations & Sales Assistant/ Customer Relations Assistant

Feb 2017 – Jan 2019

- Managed a portfolio of **500+ clients** with personalized service and consultative sales strategies, contributing to high customer retention and satisfaction.
- Consistently surpassed monthly sales targets, supporting the company's market leadership through effective sales strategies and digital marketing collaboration.
- Processed high-volume, compliant financial transactions, ensuring accuracy and fostering strong customer trust.
- Collaborated with inventory teams to optimize **stock levels, reducing operational inefficiencies and improving product availability to meet customer needs**.
- **Trained and mentored over 10 new hires**, using hands-on coaching and targeted product knowledge sessions to enhance overall team performance and customer service.

Portfolio Highlights

- Optimized digital presence to secure first-page Google rankings for competitive and semi-branded keywords, including featured snippets and image placements. [Image](#)
- Achieved visibility in highly competitive searches, ranking among the top results out of millions (e.g., "Yassin Marketing" #31/3.2M, "Yassin Digital Marketing" #12/1.12M, "Yassin Sales" #23/3.5M).
- Demonstrated ability to apply SEO strategies to boost online visibility, strengthen brand authority, and drive lead generation in competitive markets.

EDUCATION

University of Medical Sciences and Technology
Bachelor Degree

Jul 2014 – Sep 2019

LANGUAGES

English – C1 (Full Professional Proficiency)

Arabic – Native

CERTIFICATES

- Google Project Management - **Google (Coursera)**
- Level 3 Project Management - **Open University (United Kingdom, OpenLearn)**
- Google IT Automation with Python - **Google (Coursera)**
- SEO Specialization - **University of California, Davis (Coursera)**
- Digital Marketing Strategy - **University of Illinois (Coursera)**
- Google Digital Marketing & E-Commerce - **Coursera**
- Social Media Strategy; YouTube Marketing - **HubSpot Academy**
- Google Analytics - **Google**
- Google Ads Search & Display - **Google**
- Digital Advertising - **HubSpot Academy**
- Content Strategy for Professionals - **Northwestern University (Coursera)**
- Content Marketing, Inbound Marketing and Email Marketing - **HubSpot Academy**
- Business Writing - **HubSpot Academy (Instructor: Daniel Pink)**
- WordPress Development - **HubSpot Academy & GoSkills**
- Business Communication Writing Swot Analysis - **Open University (United Kingdom, OpenLearn)**