

# Yassin Kamal

Open to Relocation | Remote

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Portfolio : [ykvisions.wixsite.com/ykvisions](https://ykvisions.wixsite.com/ykvisions)

## SUMMARY

Strategic and results-driven professional with **8 years** of expertise in **project management, digital marketing, business development, operations, and hospitality management across B2B and B2C sectors**. Delivered **12.5%** YoY revenue growth, generating **\$700K** in additional sales while cutting supply chain costs by **10%** and achieving **98%** order accuracy. **Led digital campaigns** that boosted social media engagement by **33%**, managed cross-functional teams of up to 10 employees, optimized workflows, and enhanced customer experiences. Skilled in **paid media, SEO, CRM systems, and data-driven decision-making**, adept at **client acquisition** and integrating digital strategy with operational excellence to drive sustainable business growth.

## SKILLS

- **Digital Marketing & AI Tools:** SEO/SEM, PPC (Google Ads, Meta Ads, LinkedIn Ads), Paid Media Strategy, Marketing Automation, E-commerce Campaigns, 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, Sales Pipeline Optimization, AI-based A/B testing
- **Sales & Business Development:** B2B/B2C Growth Strategy, Lead Generation, Client Acquisition, Revenue Expansion, Supplier Negotiation, Partnership Building
- **Project & Operations Management:** Agile/Scrum, Jira, Lean/Six Sigma, risk & contingency planning, workflow automation, inventory & supply chain management, procurement strategy, cost optimization, Restaurant Operations, Staff Scheduling & Payroll, Supplier Coordination
- **Leadership & HR:** Team Leadership (10+ members), Mentorship & coaching, change management, payroll & HR oversight, training & onboarding, performance management, Service Recovery & Customer Experience Optimization, Hospitality Team Supervision
- **Financial & Strategic Planning:** Budgeting, Forecasting, Data-Driven Decision Making, ROI Optimization, Compliance & Reporting
- **Soft Skills:** Communication, problem-solving, adaptability, 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 – Jul 2025

#### Marketing & Operations Manager | Restaurant Manager

- **Managed on-site restaurant operations while executing digital marketing campaigns remotely**, including paid ads, SEO, and brand growth initiatives.
- Led daily front-of-house operations for a **12+ member team**, optimizing service flow and boosting guest satisfaction.
- Managed reservations, inventory, and procurement, ensuring full stock availability, cost control, and efficient table turnover during peak hours.
- Collaborated with chefs and management on menu planning, promotions, and seasonal campaigns, aligning offers with brand identity and guest preferences.
- Delivered staff training in service standards, upselling, and guest relations, fostering teamwork, accountability, and operational excellence.
- Ensured compliance with health, safety, and hygiene regulations, maintaining audit readiness.
- Executed social media tactics driven by audience insights, achieving a **33% increase in Instagram engagement** within 6 months.
- Launched and optimized digital campaigns via Meta Ads Manager, generating **14.5K+ ad views and 11.5K+ quality interactions**, while producing multimedia content (Canva, CapCut) across platforms, **reaching 43.9K+ cross-platform views and strengthening brand consistency**.
- Analyzed engagement and campaign KPIs with Meta Insights & Google Analytics, leveraging SEO and data-driven insights to refine marketing strategies and maximize ROI.
- Supported recruitment, onboarding, and training of new staff, acting as a key liaison between employees and management.

**AL-Ostoura Company****Business Development & Operations Manager | Project Manager****Feb 2021 – Apr 2024****Remote & On-site**

- 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 Specialist | Project Coordinator****Feb 2019 – Jan 2021****Remote & On-site**

- 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 Associate | Client Relations Executive****Feb 2017 – Jan 2019****On-site**

- 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**

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- 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

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University of Medical Sciences and Technology  
Bachelor Degree

Jul 2014 – Sep 2019

## LANGUAGES

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English – C2

Arabic – Native

## CERTIFICATES

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- 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)**