

YASSIN KAMAL

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SUMMARY

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

WORK EXPERIENCE

Social Media & Content Marketing Manager | Digital Marketing ERA Restaurant | Freelance | Remote

Aug 2024 - Dec 2024

A startup restaurant seeking to establish a dynamic digital presence, drive customer engagement, and grow brand awareness through strategic social media marketing.

- Developed and executed content strategies across Instagram and Facebook, leveraging content creation tools and audience insights, increasing Instagram engagement by **33% within 4 months**.
- Launched and optimized paid social media campaigns using **Meta Ads Manager**, generating **14,531 ad views and 11,568 meaningful interactions**, driving customer acquisition and brand awareness.
- **Created high-impact** video content using Canva and CapCut, **reaching 6.5K views in the first three weeks**, accelerating brand growth through organic content strategies.
- Repurposed content across social media platforms, increasing cross-platform reach to **43.9K views on Facebook and improving brand consistency**.
- Analyzed performance metrics using **Meta Insights and Google Analytics**, refining content strategies to ensure consistent organic follower growth and maximize campaign ROI.

Business Development & Operations Manager Strategist | Growth & Operations Lead AL-Ostoura Company

Feb 2021 - Apr 2023

Leading B2B and B2C distributor providing high-demand, cost-effective products nationwide. Achieving a 12.5% YoY growth rate through strategic sourcing, efficient logistics, and competitive pricing, ensuring strong market presence and continuous revenue expansion.

- Managed annual revenue, driving a **12.5% Year-Over-Year increase and generating \$700K** in additional sales by optimizing strategic planning, **client relationships, and upselling techniques using Google Sheets, CRM systems, and WhatsApp Business**.
- Proactively identified **new business opportunities**, implementing **revenue growth strategies** and client acquisition initiatives, contributing to consistent market expansion and profitability.
- Negotiated supplier contracts remotely with international partners, **cutting supply chain costs by 10%**, optimizing procurement processes, and ensuring seamless product availability.
- Built and maintained strategic partnerships, **securing high-value collaborations and expanding market share to unlock additional revenue streams** while enhancing 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.
- 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.

Operations & Sales Coordinator/ Client Support
AL-Ostoura Company

Feb 2019 - Jan 2021

- Managed **40-50 daily client interactions**, boosting lead conversion rates and customer satisfaction through consultative sales techniques and digital communication tools.
- **Enhanced sales pipelines with CRM systems**, generating new business leads and driving customer acquisition to expand market reach.
- Negotiated with suppliers via WhatsApp Business and tracked procurement with Google Sheets, achieving 6% cost savings while **maintaining 100% stock availability**.
- Improved **order accuracy to 98% and reduced audit time by 14% through inventory audits** and demand forecasting analysis.
- Streamlined sales reporting systems using Excel and Google Sheets, accelerating report generation and delivering actionable business insights.
- **Onboarded and trained 15+ new hires**, designing training materials and coaching programs to boost team performance, operational efficiency, and employee retention.

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

Feb 2017 - Jan 2019

- Built and managed a portfolio of **500+ clients**, driving customer retention through personalized service and consultative sales strategies.
- Consistently surpassed monthly sales targets, contributing to the **company's recognition as a top market leader**.
- Processed high-volume financial transactions with **100% compliance, ensuring zero discrepancies and maintaining customer trust**.
- Collaborated with inventory teams to optimize stock levels, reducing supply chain inefficiencies and improving product availability.
- **Trained and mentored 10+ new hires**, improving team sales performance through hands-on coaching and product knowledge sessions.

SKILLS

- **Sales & Operations Management:** B2C & B2B sales, revenue growth, cost optimization, client acquisition, customer retention, sales pipeline development
- **Business Development & Strategic Partnerships:** Lead generation, upselling, supplier negotiation, market expansion, stakeholder management, email marketing
- **Digital Marketing & Ads Management:** Digital marketing strategy, Meta Ads, Google Ads, LinkedIn Ads, PPC strategy, campaign setup & optimization
- **SEO & Content Marketing:** SEO (on-page/off-page), keyword research, content marketing, blog/article writing, inbound marketing, content calendars
- **Social Media & Content Strategy:** Campaign strategy/optimization, Facebook/Instagram/LinkedIn, Canva/CapCut for video creation, short-form content, cross-platform repurposing, paid/organic campaigns
- **Analytics & Tools:** Google Analytics (GA4, certified), Google Search Console, CRM systems (HubSpot, WhatsApp Business), KPI tracking & reporting, A/B testing, budget forecasting
- **Process Optimization & Supply Chain:** Procurement strategy, inventory management, supply chain coordination, cost reduction, delivery optimization
- **Process & Collaboration:** Workflow automation (Excel/Google Sheets), remote team leadership, cross-functional collaboration, SOP development, bilingual communication, analytical thinking
- **General Business Skills:** KPI follow-up, performance monitoring, strategic planning, time management, problem-solving, adaptability, clear communication

LANGUAGES

English – Full Professional Proficiency

Arabic – Native

EDUCATION

University of Medical Sciences and Technology | Bachelor Degree

Jul 2014 - Sep 2019

CERTIFICATES

SEO Certifications:

- SEO Specialization – University of California, Davis (Coursera)
- [SEO Fundamentals](#), [Advanced SEO](#) – HubSpot Academy

Digital Marketing & Social Media Strategy

- Digital Marketing Strategy – University of Illinois (Coursera)
- Google Digital Marketing & E-Commerce (Coursera)
- [Digital Marketing](#), [Social Media Strategy](#), YouTube Marketing – HubSpot Academy

Analytics & Digital Advertising:

- [Google Analytics](#)
- [Google Ads Search & Display](#)
- [Digital Advertising](#) - HubSpot Academy

Content Strategy & Lead Generation:

- Content Strategy for Professionals – Northwestern University (Coursera)
- [Content Marketing](#), [Inbound Marketing](#), [Email Marketing](#) – HubSpot Academy

Business & WEB Development

- Business Writing Course – HubSpot Academy Instructor: Daniel Pink
- WordPress Development – HubSpot Academy & GoSkills

👉 Click on each highlighted certificate to view the official credential.