

CONTACT

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Yemeni National

Albaha, Saudi Arabia

www.amrsallam.com

EDUCATION

2018 - 2022

ISTANBUL AYDIN UNIVERSITY

- Bachelor's in International Trade
- GPA: 3.07/4.0 (Honor Student)

TECHINICAL SKILLS

- Project Management
- Data Analytics
- PPC Campaign Management
- SEO Optimization
- Google Ads & Facebook Ads
- Google Tag Manager
- Email Marketing
- Conversion Rate Optimization (CRO)
- Data Visualization (Google Data Studio, Tableau)

SKILLS

- Cross-cultural Teamwork
- Time Management
- Effective Communication
- Critical Thinking
- Adaptability to GCC market

CERTIFICATIONS

- Google Analytics (2024)
- Google Search Ads (2024)
- HubSpot Inbound Marketing (2024)
- Meta Media Buyer Certification (In Progress)
- Mckinsey & Company Forward Program (2024)
- Edx Power Bi (in progress)

LANGUAGES

- Arabic (Native)
- English (Fluent)
- Turkish (Intermediate)

AMR SALLAM

DIGITAL MARKETER/DATA ANALYST

PROFILE

Results-driven Data Analyst & Digital Marketer with over three years of experience optimizing advertising campaigns and enhancing e-commerce performance. Proven ability to leverage data-driven insights to boost ROI and drive business growth. Currently in Saudi Arabia and familiar with the GCC market dynamics, helping businesses scale effectively.

WORK EXPERIENCE

WH International

Sep 2023 - Present

Operations Analyst

- Analyzed GPS data to enhance vehicle route efficiency and reduce fuel costs, achieving a 10% reduction in operational expenses.
- Streamlined container monitoring systems using barcodes, ensuring 98% compliance in tracking activities.
- Implemented a fuel tracking system that reduced costs by 15% in three months.

Sbaik & Gold Boulevard

Jan 2022 - Jul 2023

Data Analyst & Digital Marketing Specialist

- Analyzing data from store reports to boost conversion rates.
- Assign tasks to qualified teams to make necessary revisions based on report findings.
- Collaborating with the development team to enhance client session monitoring by employing analyzed reports.

Elanesa

Feb 2021 - Jan 2022

E-commerce Project Manager

- Successfully launched the Elanesa brand, creating a great website and compelling content.
- Managed advertising campaigns, increasing brand engagement by 40% in 6 months.

OulabiMir

Feb 2021 - Jan 2022

PPC Specialist

- Managed PPC campaigns to boost product visibility on Amazon, achieving a 35% increase in ROI.
- Conducted extensive keyword research and optimized ad copy to enhance relevance and performance.
- Provided detailed performance reports and made data-driven adjustments to maximize ad effectiveness.

REFERENCE

Fadi Aljenneyat

Sbaik & Gold BLV / Marketing Team Manager

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WH Internation / CEO

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