



Ashraf Omar AlSharif

Senior Digital Marketing Specialist

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PROFILE

Results-driven and adaptable Senior Digital Marketing Specialist with a strong background in performance marketing. I have acquired extensive experience and practical knowledge from diverse work environments, specializing in driving business growth through creative communication and strategic business development. With a proven ability to lead teams and achieve organizational objectives, I am dedicated to leveraging my expertise in performance marketing to maximize campaign effectiveness and deliver exceptional results. Committed to staying at the forefront of industry trends and utilizing analytical insights, I strive to contribute to the success and expansion of companies by implementing innovative performance marketing strategies.

EDUCATION

02/2022 Manama, Bahrain	B.S International Business , University of Technology of Bahrain
08/2013 Manama, Bahrain	American Highschool Diploma , Abdulrahman Kanoo International School

PROFESSIONAL EXPERIENCE

02/2024 – present	Senior Digital Marketing Specialist , Promoseven Holdings B.S.C.C Key Responsibilities: <ul style="list-style-type: none">• Measure digital traffic• Monitor social media and Google Analytics• Optimize paid advertising campaigns using SEO and other tools• Report on the growth and analytics of campaigns to stakeholders• Scale campaigns to maximize ROI• Monitor project status and budget.
06/2023 – 02/2024 Manama, Bahrain	Digital Marketing Associate , Behbehani Brothers W.L.L Key Responsibilities: <ul style="list-style-type: none">• Handle all social media platforms.• Scheduling content on digital media platforms.• Market research and analysis.• Creating reports and analyzing data to measure the success of marketing initiatives.• Researching the latest trends in digital marketing
08/2022 – 05/2023 Manama, Bahrain	Customer Care Executive , Batelco Key Responsibilities: <ul style="list-style-type: none">• Manage large amounts of incoming phone calls• Handle customer complaints, provide appropriate solutions, and follow up to ensure the resolution• Follow communication procedures, guidelines, and policies• Take the extra mile to engage customers
09/2019 – 12/2021 Manama, Bahrain	Digital Media Coordinator , Phi Solutions W.L.l Key Responsibilities: <ul style="list-style-type: none">• Working closely with senior management to develop a strategy for integrated media campaigns.• Scheduling placement of content on digital media platforms.• Improving the brand's awareness using digital media channels such as Instagram, Facebook, TikTok & LinkedIn.• Monitoring impact and return on investment of digital marketing campaigns.

COURSES

02/2024	Marketing Strategy SEO Content Writing , LinkedIn
02/2024	SEO Foundations , LinkedIn
01/2024	SEO Keyword Strategy , LinkedIn
01/2024	Content Creation: Strategy and Tools , LinkedIn
12/2023	Social Media Marketing Strategy and Optimization , LinkedIn
10/2022	Digital Marketing and E-commerce , Coursera
03/2022	The Complete Digital Marketing Guide , Udemy
02/2022	The Fundamentals of Digital Marketing , Google Digital Garage

SKILLS

Content Marketing • Digital Marketing Strategy • PPC/SEO • Analytical Skills • Communication and Collaboration

LANGUAGES

• Arabic • English