

Najad Najeeb Marketing Specialist | Web Developer

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📍 Manama, Bahrain

in marketingbynajad

🚗 Bahrain Valid Driving License

Profile

Results-driven Digital Marketing Specialist with a proven track record in crafting and executing effective digital marketing strategies. Seeking to leverage my expertise in SEO, SEM, content marketing, and data analytics to drive online growth and deliver tangible business results.

Career Highlights

Strategic Marketing Initiatives: Developed and executed comprehensive marketing strategies that resulted in a 20% increase in brand awareness within the first quarter.

Digital Marketing Expertise: Implemented data-driven digital marketing campaigns, optimizing ROI by 25% through targeted audience segmentation and content personalization.

Campaign Analytics and Optimization: Implemented robust analytics tracking systems, allowing for real-time campaign performance monitoring and data-driven decision-making.

Awards and Recognition: Recognized as a key player in the marketing team, contributing to the achievement of 25% sales increase through organic traffic through website and Email Marketing.

Professional Experience

2021/04 – 2023/12

Digital Marketing Specialist

Bahrain

Palace Enterprises

- Developed and executed holistic digital marketing strategies, driving a 50% surge in organic traffic within 12 months.
- Conducted extensive keyword research and executed on-page SEO enhancements, resulting in a 30% improvement in search engine rankings.
- Managed and optimized PPC campaigns, achieving a 25% increase in website conversions and contributing to a significant revenue uplift.
- Created and curated compelling content for blogs, emails, and social media, leading to a 40% growth in audience engagement and a 20% rise in social media followers.
- Analyzed website and campaign performance via Google Analytics and other tracking tools, translating insights into actions that boosted online revenue by 15%.
- Collaborated cross-functionally to enhance website user experience, reducing bounce rates by 20%.
- Implemented and managed email marketing campaigns, leading to a 30% increase in open rates and a 25% improvement in click-through rates.
- Monitored social media channels, engaged with followers, and developed shareable content, resulting in a 35% increase in brand awareness.
- Stayed abreast of industry trends and competitor strategies, identifying and capitalizing on growth opportunities, resulting in a 10% gain in market share.

2020/03 – 2021/03

Marketing Specialist

Bahrain

Bader AlBahrain GT

- Supported the development and execution of digital marketing campaigns, contributing to a 25% rise in website traffic over six months.
- Conducted regular website audits and collaborated on improvements that led to a 20% reduction in bounce rates.
- Managed social media accounts, crafted content calendars, and responded to inquiries, yielding a 25% growth in social media followers and a 15% boost in engagement.

- Assisted in creating and optimizing landing pages for lead generation, achieving a 12% increase in conversion rates.
- Supported email marketing efforts, including list segmentation and A/B testing, resulting in a 10% improvement in email open rates.
- Contributed to monthly and quarterly marketing reports, providing actionable insights that optimized campaigns and achieved a 15% increase in ROI.

2018/04 – 2019/03
Dubai

Operations Manager

Bright AlKhaleej GT

- Spearheaded a cross-functional team of 14 employees, streamlining workflow processes, and optimizing resource allocation, and obtained 20% increase in overall operational efficiency within the first year.
- Implemented a comprehensive inventory management system, reducing inventory holding costs by 15% and eliminating stockouts, ensuring timely deliveries to customers.
- Established vendor partnerships and negotiated favorable contracts, achieving a 15% reduction in procurement costs and improving supplier reliability.
- Collaborated with the finance department to optimize budget allocation, resulting in a 12% increase in ROI for operational expenditures.

2015/04 – 2017/08
Bahrain

Procurement Coordinator

Nami General Trading

- Streamlined procurement processes, resulting in a 15% reduction in purchase cycle times, allowing the company to respond more efficiently to market demands.
- Managed the procurement budget effectively, achieving a 12% reduction in overall expenses while maintaining or improving supplier relationships and product quality.
- Coordinated with shipping companies to get the best price for the shipping and negotiate with them.
- Developed and maintained strong relationships with key suppliers, resulting in priority access to critical materials during supply shortages.

Education

2011/06 – 2013/04 **Master of International Business**
CMS college of Arts & Science

2008/07 – 2011/04 **Bachelor of Commerce**
Kannur University

Skills

Digital Marketing	● ● ● ● ●	Social Media Marketing	● ● ● ● ●
SEO and SEM	● ● ● ● ●	Email Marketing	● ● ● ● ●
Google Analytics	● ● ● ● ●	Graphic Designing	● ● ● ● ●
WordPress Website Development	● ● ● ● ●	Shopify website Development	● ● ● ● ●
Analytical Thinking		Creativity	
Adaptability		Communication Skills	

Certificates

- Google Ads Certification
- LinkedIn Marketing Solution Fundamentals