

Jumanah AlSarhi

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PROFESSIONAL SUMMARY

Results-driven E-commerce & Digital Marketing Specialist with 3+ years' experience in managing online platforms, SEO, social media, and targeted campaigns. Proven ability to boost brand visibility, develop engaging content, and analyze performance to optimize ROI. Adept at collaborating with cross-functional teams to deliver data-backed marketing strategies.

CORE SKILLS

- Digital Marketing Strategy & Campaigns
- Social Media Management (Content & Ads)
- SEO Optimization & Keyword Research
- Website Management (WordPress, HTML)
- Google Analytics & Web Traffic Analysis
- Content Creation & Email Marketing

PROFESSIONAL EXPERIENCE

E-commerce & Digital Marketing Specialist

Suhool International – Riyadh, Saudi Arabia | 06/2021 – Present

- Led the development of two company websites (Suhool International & Powerlook), including content writing, layout design, and SEO structure.
- Planned and executed digital marketing campaigns across multiple channels, increasing brand visibility and online engagement.
- Managed social media accounts, growing followers and engagement through targeted content and ads.
- Conducted SEO keyword research and implemented optimization strategies, improving search rankings.
- Monitored website analytics to track performance and identify growth opportunities.

PROJECTS

- Powerlook Website – Developed and optimized for user experience and SEO.
- Suhool International Website – Full website creation, content development, and technical setup.

EDUCATION

Bachelor of E-commerce

Saudi Electronic University – 09/2017 – 01/2022

Relevant Coursework: Electronic Marketing, Social Media Marketing, Web Design, Operation Management

CERTIFICATIONS

- VIP Digital Marketing Master (2022 – Present)
- Build Your WordPress Website (2020)
- Complete WordPress Website Development (2020)

LANGUAGES

Arabic – Full Professional Proficiency

English – Full Professional Proficiency