

DALAL TAWFIQ ALMANSOUR

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Summary

Fresh graduate in E-commerce from Saudi Electronics University with a strong foundation in digital marketing, campaign creation, and content strategy. Successfully completed an internship at Al-Dawaa Medical Services Co. gaining hands-on experience in email marketing, influencer marketing, and campaign planning. Proven skills in content creation, branding, and analyzing competitor performance. Passionate about e-commerce innovation and digital growth.

Experience

Al-Dawaa Medical Services Co, Khobar Saudi Arabia

Marketing Intern, 01/2025 – 04/2025

- Gained hands on experience in creating social and search campaigns using Meta Blueprint and Google Ads.
- Helped develop the annual e-commerce marketing plan.
- Conducted e-commerce competitor analysis , SEM and SEO performance analysis.
- Created retargeting campaign ideas and push notification content.
- Built a Ramadan store page with categories and banner slogan.
- Developed ideas for upcoming campaigns.
- Wrote content for promotional emails and Saudi Founding Day slogans.
- Designed email templates using Emarsys platform and Editing platforms.

Skills

Search Engine Optimization (SEO) | Search Engine Marketing (SEM) | Content Marketing & Writing | Email Marketing | Performance Marketing (ROAS, CPA, CTR Analysis) | Influencer Marketing | CRM | Problem Solving | Teamwork | Time Management | Stress Management

Education

Bachelor in E-commerce, Saudi Electronics University, Saudi Arabia

Courses

Digital Marketing Fundamentals 2025, Google

SEO Essentials 2025, Semrush

UX Design Fundamentals 2025, Coursera

Languages

Arabic

English