

Ziyad Salem Al-saeed

SEO Specialist | Digital Marketing Specialist | Social Media Manager | Content Marketing Specialist | E-Commerce Analyst | Email Marketing Specialist

Saudi Arabia | Ziyad.Salem.Alsaeed@gmail.com | +966558238371 | [LINKEDIN](#)

Professional Summary

I have good experience in digital marketing. I can run online ads and campaigns to make people know the brand and get more customers. I know SEO, social media, email marketing, and tools like Google Analytics. I use data to make results better. I can work with both companies and normal customers. I like learning new digital skills and making user experience simple. I can help the company grow, improve the marketing team, and bring better results.

Education

- **Major: Marketing & E-commerce | January 2022 – August 2025**

Degree: Bachelor's Degree

Institution: King Khalid University

City: ABHA

Professional Experience

Academic Project – Digital Marketing Campaign Simulation

University Graduation Project | 2025

- Created a simple digital marketing campaign for a sample product with audience research, platform choice, content plan, and goals.
- Practiced using Google Keyword Planner and Meta Ads Manager to set up and review the campaign.
- **1. CSR is helpful because**
 - It makes people more likely to buy.
 - It helps customers stay loyal to the brand.
- **2. Advice for companies**
 - Show your CSR work clearly and honestly.
 - Use social media and influencers to share it more.
- **3. Good for schools and universities**
 - They can teach students about CSR in classes and activities.
- **4. Good for students and buyers**
 - Helps them choose better companies to buy from.

Student Activities

This research examines the impact of corporate social responsibility (CSR) awareness on purchase intention among King Khalid University students. The findings show a positive relationship between CSR awareness—social, ethical, and economic—and students' intention to purchase from responsible brands. A complete questionnaire in English is also available for this study.

Skills

Soft Skills : Discipline - Teamwork - Communication Skills - Working Under Pressure - Time Management

Motivation - Creativity & Innovation - Problem-Solving

Technical Skills :

- Digital Advertising (Google Ads, Meta Ads)
 - Microsoft Office (Word, Excel, PowerPoint).
 - Social Media Marketing
 - SEO & SEM
 - E-Commerce Platforms (Shopify, WooCommerce)
 - **Languages**
 - Arabic
 - English
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