

Yousef Alhilali

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Professional Summary

Marketing graduate with extensive experience in digital marketing, social media campaign management, & content creation. Strong leadership skills & a proven ability to organize teams to achieve business objectives efficiently. Specialized in enhancing customer experience & developing innovative strategies to increase brand awareness & engagement. Committed to providing creative marketing solutions that drive sustainable growth, with a focus on performance improvement & revenue generation. Consistently delivers under pressure, meeting targets & maximizing results.

Professional Experience

Marketing Specialist - Art Mood Marketing Agency | 2025

- Developed and managed social media accounts to increase audience engagement and achieve campaign goals
- Designed tailored marketing strategies to enhance brand awareness and deliver measurable results
- Created innovative marketing content that meets market needs and promotes active participation
- Measured campaign performance using analytics tools and provided detailed reports to senior management
- Increased social media engagement by 25% within 6 months

Team Leader Service – Pickup Burger Restaurant | 2023 - 2024

- Awarded Employee of the Month in October and June
- Led and guided the team to ensure outstanding customer service in line with top-quality standards
- Trained new employees on daily tasks and operational standards
- Resolved customer issues quickly and effectively to enhance satisfaction and meet sales targets
- Managed daily operations efficiently, ensuring monthly sales goals were met
- Achieved a 15% increase in sales during tenure

Organizer - Volunteer of Covid-19 Vaccine Center | 2021

- Organized and distributed roles among vaccination teams to ensure smooth operations
- Verified visitor appointments and ensured the process ran without delays
- Improved visitor flow and reduced wait times by enhancing team coordination
- Implemented strict health protocols to ensure a safe environment for all individuals
- Reduced wait times by 20% through optimizing the visitor organization process

Organizer & Team Leader - Riyadh Season - Boulevard (GXPO) | 2019 - 2020

- Managed crowds to ensure smooth event operations
- Coordinated with various teams to provide a seamless experience for visitors
- Quickly resolved any emergency issues that visitors faced to guarantee their satisfaction
- Reduced lost time by 30% through improved logistical operations and team coordination
- Increased visitor satisfaction by 25% by improving team responsiveness to feedback and complaints

Education

Diploma in Marketing | King Faisal University | Graduation Year: 2025

Skills

Soft Skills:

Effective Communication | Leadership | Decision-Making | Strategic Thinking

Practical Skills:

Content Writing | Marketing Campaign Management | Communication Strategy Development | Customer Relationship Management | Marketing Data Analysis | Campaign Planning | Team Management | Customer Service | Brand Development | Crisis Management | Market Research | Project Time Management

Technical Skills:

Social Media Marketing | Content Management Systems (CMS) | Customer Relationship Management (CRM) Systems | Email Marketing Tools | Digital Marketing Platforms | Search Engine Optimization (SEO) | Google Ads | Data Analytics Tools | Text Editing Software | Google Analytics

Languages

- **English** | **Arabic**