

Curriculum Vitae

Personal Information

Name: Ziad Diaa Eldin Sabry Alqarni

Date of Birth: December 11, 1999

Nationality: Egyptian

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Career Objective

Digital marketing specialist with a strong record of success in high-value real estate and commercial campaigns. Proven ability to lead performance-driven strategies targeting Saudi and GCC clients, achieving multi-million sales figures. Seeking to contribute to brand growth through creative content, data analytics, and impactful marketing execution.

Key Achievements

- Featured as an official actor and brand representative in a promotional ad for Berain Water, owned by renowned businessman Yazeed Al Rajhi.
- Successfully closed EGP 67 million in real estate sales in just 6 months — targeting Saudi buyers from within Egypt.
- Launched high-conversion digital campaigns with a +40% increase in lead quality.
- Completed a hands-on Shopify course covering website design, brand identity creation, and e-commerce product marketing.

Professional Experience (Ascending Order)

The Address Investment – New Cairo

Luxury Real Estate Digital Marketer | 2024 – 2025

- Specialized in digital campaigns for upscale properties targeting Saudi clients.
- Executed tailored ad strategies on Snapchat, Meta, and Google.
- Closed over EGP 67 million in property deals within six months despite remote sales challenges.

- Enhanced CRM tools and optimized sales funnel in collaboration with sales teams.

Real Estate Consultant – Freelance & Agencies

Marketing Specialist for GCC Markets | 2022 – 2025

- Promoted residential and investment projects specifically for Gulf clients.
- Created culturally relevant content and managed advertising across digital platforms.
- Handled lead generation, client follow-up, and deal closures end-to-end.

Berain Water – Saudi Arabia

Brand Ambassador & Content Creator | 2022

- Selected as a featured actor and representative for a brand video campaign led by Berain (Yazeed Al Rajhi Group).
- Developed PR campaigns, created video and written content, and strengthened the brand's online visibility.
- Led digital engagement and audience interaction efforts.

Al Badr Smart Systems

Digital Product Marketing Specialist | 2021 – 2022

- Designed and executed targeted ad campaigns (Google, Meta).
- Monitored campaign performance using analytics tools and applied data-driven optimizations.

Meridien Tourism Company

Digital Marketer | 2020 – 2021

- Managed content and marketing campaigns for tourism services.
- Improved ad performance through audience analysis and message refinement.

Courses & Certifications

- Advanced Digital Marketing Course
- Intensive Shopify Training (Website Design – Visual Branding – Product Marketing)

Skills

- Managing and optimizing digital ad campaigns (Google Ads, Meta Business Suite)

- Data analytics and performance tracking
- Visual content creation using Canva
- E-commerce website design
- Strong communication and sales closing abilities

Languages

- Arabic
- English