

# Amro Al-Qedra

| Marketing Specialist |

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## Summary

Digital Marketing graduate (2023), uniquely positioned with direct store management experience. This hands-on background provided a deep, practical understanding of customer behavior and local marketing impact. Eager to apply this ground-level insight to digital campaign strategy, blending analytical skills with creative execution to boost brand engagement and conversion. Seeking a Digital Marketing role to contribute to data-informed, customer-centric marketing initiatives.

## Experiences

**Store Manager** | Zaidoon Al Dabbagh, Sharjah  
04/2023 – Present

- **Optimized Logistics & Customer Operations:** Managed end-to-end inventory and delivery pipelines, restructuring workflows to improve efficiency by **15%** and ensure timely order fulfillment, directly enhancing customer satisfaction.
- **Executed Local Marketing & Sales Growth:** Implemented in-store merchandising and promotional strategies that increased foot traffic by **30%** and contributed to a **25%** rise in seasonal sales.
- **Led & Trained Cross-Functional Teams:** Coordinated staff scheduling, training, and performance, improving team productivity by **20%** and reducing operational errors.
- **Analyzed Sales Data for Strategic Insight:** Monitored daily sales trends to optimize product placement and stock levels, directly informing inventory purchasing decisions.

## Education

- **Bachelor of Mass Communication, Digital Marketing**  
Pharos University in Alexandria, Egypt | 2019 – 2023  
Graduated with a "Very Good" rating (GPA: 2.91/4.0)
- **General Secondary Education Certificate (Scientific Stream)**  
Al Hikmah Private School, Ajman, UAE  
Graduated with a score of 87%

## Skills

### Digital Marketing & Analytics

- Digital Marketing Strategy
- Content Strategy & Planning
- Social Media Marketing (Paid & Organic)
- Google Ads (Search & Display)
- Digital Campaign Management
- Marketing Analytics & Performance Tracking (Google Analytics)

### Content & Tools

- Creative Content Development
- Brand Positioning, Adobe Photoshop

### Professional & Leadership

- Leadership & Team Coordination
- Negotiation & Client Communication
- Critical Thinking & Problem Solving

## **Languages**

**Arabic:** Native proficiency

**English:** Professional working proficiency (B1,B2)