



# ALAA M. YOUSIF

Marketing Executive

## About Me

Dedicated marketing executive with three years of experience implementing effective strategies to increase brand awareness and to maximise profits through developing sales strategies that match customer requirements and by promoting products, services or ideas.. Passionate about improving customer experience while upholding a company's brand reputation.

## Education

- 2013 - 2018** College of computing and information system  
Sudan International University
- 2020 - Present** College of Information System  
Future Unversity

## Experiences

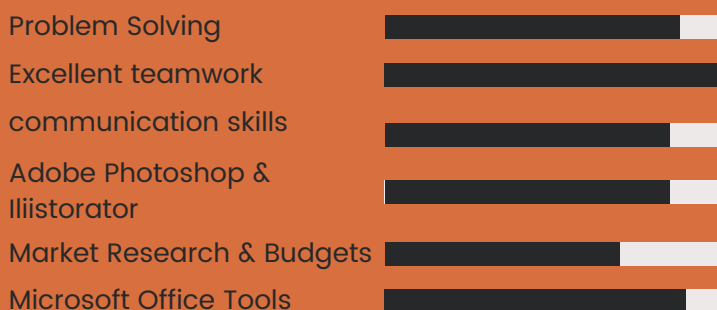
### 2019–Present IATL International - Marketing Executive

- Organising events such as product launches, exhibitions and photo shoots.
- Analysing the success of marketing campaigns and creating reports.
- Oversee new and ongoing marketing and advertising activities.
- Planning and execution of all communications and media actions on all channels, including online and social media.
- Developing and implementing strategies that resonate with the target market.
- Anticipate consumer trends and keep brand up to date

### 2018–2019 Nova International Schools - Secretary

- Automated office systems to prepare letters,reports, memos, electronic spread sheets, and databases
- Responds to all communications: telephone, voice mail, and electronic mails while maintaining excellent PR skills tact and good verbal communications

## Skills



## Achievement

- Built relationships with over 30 clients in target markets, directly generating contracts that increased revenue by over 10% across the portfolio.
- Implemented weekly pipeline reviews meetings to identify key opportunities and follow-up strategies Rolled out strategy that centralized marketing functions,
- Reducing costs and increasing team efficiency
- Leveraged email marketing platforms to drive automation and social media integration