

SOFIA AL-MANSOORI

Accomplished Digital Marketing Manager with a 10-year track record of success in driving brand awareness through data-driven social media campaigns. Hold a CIM qualification and excel in designing and optimising social media strategy for Youtube, TikTok, and X with a collective of 5m+ followers. Natural leader, adept at leading cross-functional teams, ensuring clear communication and timely delivery of projects.

PERSONAL DETAILS

- Name**
Sofia Al-Mansoori
- Address**
London, UK
- Phone number**
+44 7700 123456
- Email**
example@cvmaker.uk

EDUCATION

Bachelor of Science in Marketing, London School of Economics and Political Science, London, 2011

COURSES AND CERTIFICATES

- Level 6 Professional Marketing qualification, The Chartered Institute of Marketing, 2023
- Digital Marketing Strategy for Directors, Udemy, 2022
- Business Management and Leadership, FutureLearn, 2020

SKILLS

- Social Media Strategy
- Team Leadership
- Agile Methodologies
- Brand Awareness Campaigns
- Campaign Analysis & Reporting
- ROI Optimisation
- Budget Management
- Stakeholder Management
- Strategic Planning and Execution
- Brand Management



WORK EXPERIENCE

2015 - Present

Digital Marketing Manager

Momentum Media Solutions, London, UK

Oversee and monitor holistic marketing initiatives, focusing on social media and website analytics. Liaise closely with a Creative Director and cross-functional marketing teams to optimise campaigns. Streamline reporting of social media KPIs for all channels, covering engagement, followers, leads generation, and ROI. Set weekly team objectives, create using Agile methodologies and generate reports in Assana.

- Pioneered a multi-channel campaign, sparking a 20% surge in website traffic and propelling lead generation by 15%.
- Led team to achieve a 50% increase in social media engagement and a 40% organic follower growth within six months.
- Integrated GA4 in partnership with an external agency, resulting in a 30% upswing in ROI and conversion rates.

2012 - 2015

Associate Marketing Specialist

WebTrends Ltd., London, UK

Assisted with all aspects of marketing strategy, including social media and website analytics performance management. Liaised with key stakeholders and the marketing team to optimise digital and traditional marketing campaigns across various channels. Established weekly objectives for the team, created key performance indicators, and produced, analysed, and presented reports to C-level executives.

- Leveraged user-generated content campaigns resulting in a 25% growth in customer-generated posts and a 15% increase in social shares.
- Led a market segmentation project, identifying three untapped customer segments, leading to a 10% revenue increase.



ADDITIONAL EXPERIENCE

2011 - 2014

Marketing Coordinator

Manchester, UK

- Designed and launched a series of interactive Instagram Stories resulting in a 30% increase in profile visits and a 20% uptick in follower engagement.
- Initiated a company-wide rebranding, including a dynamic website launch and brand positioning, resulting in improved market share and industry recognition.

TECHNICAL PROFICIENCIES

- **Analytics:** Google Analytics 4, Adobe Analytics, IBM Analytics
- **SEO:** Moz, SEMrush, Ahrefs
- **Marketing Automation & CRM:** HubSpot, Marketo, Pardot
- **Campaign measurement:** Meltwater, Hotjar, Hootsuite
- **Performance Metrics:** Google Data Studio, Microsoft BI, KPI Fire
- **Social Media Management:** Hootsuite, Sprout Social, Buffer