Yousef AlHamori

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PROFESSIONAL SUMMARY

Bilingual marketing graduate (Arabic and English, native) with hands on experience creating social media content, building client relationships and turning survey data into clear recommendations. Plans social strategy from research: audits, content pillars, calendars, creator plans and KPIs. Early in career and eager to grow in social media and brand marketing.

EDUCATION

University of Central Florida, Orlando, FL December 2025
Bachelor of Science in Business Administration, Marketing | Overall GPA: 3.57

PROFESSIONAL EXPERIENCE

Detailing For You, Orlando, FL Sept 2024 to Feb 2025
Marketing and Operations Associate

- Created and managed social media content, including process videos and graphics, to boost digital engagement and brand visibility for a local service brand.
- Managed customer relationships and appointment scheduling, keeping communication clear and service on schedule to drive satisfaction and repeat business.
- Conducted market research and competitive benchmarking to set pricing and launch a subscription plan that increased revenue predictability.
- Designed promotional flyers and business cards and executed a low cost market penetration strategy focused on efficient customer acquisition.

Water Network Solutions, Jeddah, Saudi Arabia Sept 2023 to Dec 2023
Seller

- Contributed to strategic planning and targeted marketing that doubled profits and gross sales within three months.
- Exceeded sales targets through consultative selling, negotiation and deep product knowledge.
- Analyzed sales velocity to optimize stock levels and directed product placement based on customer traffic patterns.

Chick-fil-A, Orlando, FL Mar 2023 to Jan 2024
Team Member and Kitchen Specialist

- Collaborated within a 9 person team to fulfill about 200 orders per hour while maintaining brand quality standards.
- Partnered with leadership to coordinate high volume workflows and tracked inventory to prevent supply shortages.

ACADEMIC PROJECTS

Peko Peko, Marketing Research and Analytics Summer 2025

- Led outreach to 20+ alumni owned businesses within a 48 hour deadline to explore collaboration opportunities.
- Designed a Qualtrics survey that drew 150 responses (103 qualified) and analyzed them to deliver recommendations on brand perception and awareness.

Secret Getaway Co., Services Marketing Strategy Fall 2025

- Segmented three consumer personas using psychographic data and mapped the full customer journey in a service blueprint.

Company Performance Storyboard, Tableau Data Analysis Spring 2025

- Built a Tableau storyboard analyzing 10+ years of sales, advertising, R&D and profitability data.

SKILLS

Marketing: Social media content planning, campaign coordination, relationship management, consumer and market research, data analysis and reporting
Tools: Microsoft Office (Excel, PowerPoint, Word), Canva, Tableau, Qualtrics, basic Google Ads
Languages: Arabic (Native), English (Native)

PROFESSIONAL TRAINING

Completed professional training in Building an Integrated Online Marketing Plan, Marketing Foundations, Google Ads Essential Training, SEO Foundations and CRM Basics.