

AMR ALKHAIRI

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PROFESSIONAL SUMMARY

Early-career marketing professional with hands-on experience in social media strategy, content creation, and digital campaigns. Passionate about esports, sports, and entertainment brands that connect with fans through digital storytelling. Certified in Adobe Creative Suite, Google Analytics, and Hootsuite. Skilled in audience engagement, visual content, and campaign performance analysis across platforms.

EDUCATION

University of South Florida | Muma College of Business – Tampa, FL

Bachelor of Science in Marketing

Concentration: Sports & Entertainment Management

Relevant Coursework: Marketing Strategy, Digital Marketing, Brand Management, Consumer Behavior, Marketing Management Problems

Clubs & Activities: USF Dota 2 Esports Team – Managed logistics, Discord communications, and competitive play for 20+ members.

EXPERIENCE

Marketing Volunteer – University of South Florida

Feb 2025 – Present

Marketing support for the launch of USF's Marketing & Innovation Practice Center.

- Designed flyers and LinkedIn content, increasing program awareness among 50,000+ students.
- Ran LinkedIn campaigns reaching 500+ students; created 10-question FAQ to clarify offerings and boost interest by 5%.
- Collaborated on classroom outreach strategy and drafted promotional materials to support peer engagement campaigns.

Social Media Marketing Intern – Marketing by Hand, Tampa, FL

Mar 2024 – Jul 2024

Boutique agency specializing in handwritten, personalized marketing for businesses and celebrations.

- Scheduled 20+ posts weekly across Instagram, Facebook, LinkedIn; increased engagement by 3% and follower growth by 2%.
- Tracked performance using 5+ KPIs; generated 3 reports to guide future content.
- Integrated 2 trending formats into campaigns, boosting post reach by 3%.

PROJECTS & ACHIEVEMENTS

- **Atlanta Braves – Social Media Strategy:** Designed campaign targeting millennials, improving engagement by 1% and visibility by 2%.
- **San Diego Wave FC – Multi-Platform Plan:** Built cross-channel strategy using two platforms, increasing ticket sales by 2%.
- **Commercial Real Estate Capstone (57 pages):** Created marketing plan to attract 3 potential clients and project 2% rental income growth.

CERTIFICATIONS

Adobe Certified Professional (Jan 2025) – Content Creation, Social Media Strategy, Design Fundamentals, Generative AI, Multimedia

Google Analytics (Mar 2024), Hootsuite (Sept 2023), Xbox – UX/UI Design & Graphic Design (Feb 2025)

SKILLS

Marketing & Strategy: Social Media Strategy, SEO, PPC, Email Marketing, Influencer Outreach, Mailchimp, HubSpot

Creative Tools: Adobe Creative Suite, Canva, Figma, Video Editing, Videography, Photography

Analytics & Optimization: Google Analytics, Facebook/YouTube Insights, A/B Testing, SimplyAnalytics

Tech: WordPress, HTML (Basic), Excel