

# Amr Alkhairi

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## PROFESSIONAL SUMMARY

Marketing professional with a B.S. in Marketing and expertise in social media strategy and content creation. Technically adept with exposure to SQL and Python for data analysis, and proficient in Hootsuite. A 'Hybrid Marketer' combining Adobe certified creative skills with data-driven decision making.

## MARKETING EXPERIENCE

**Marketing Lead | Marketing Innovation Practice Center at University of South Florida | Tampa, FL** *Feb 2025 – Present*

- Campaign Management: Executed a full marketing campaign to promote the Practice Center, driving awareness for a program serving 50,000+ students and connecting them with business contracts.
- Content Creation: Designed professional flyers and digital posts to visualize the center's value proposition for potential industry partners.
- Program Strategy: Developed comprehensive Q&A documentation and assisted with service pricing models to streamline the onboarding process for new clients.
- Market Research & Revenue Strategy: Conducted competitive benchmarking and AI-assisted research to establish a standardized pricing architecture for core services, including Social Media Management, SEO Strategy, Email Marketing, and Digital Analytics; synthesized findings into a dynamic Excel model to ensure profitable client onboarding.

**Social Media Marketing Intern | Marketing by Hand | Tampa, FL**

*Mar 2024 – Jul 2024*

- Social Media Management: Scheduled 20+ weekly posts across Instagram, Facebook, and LinkedIn using Meta Business Suite, boosting engagement by 3%.
- Campaign Optimization: Tracked 5+ KPIs and generated reports to guide campaign performance.
- Content Strategy: Integrated trending formats using CapCut and Adobe, increasing post reach by 3%.

## RELEVANT PROJECTS & COMMUNITY LEADERSHIP

- Twitch Community Moderator (Freelance): Managed live chat moderation utilizing Streamlabs and AutoMod to enforce community guidelines and ensure safety during live broadcasts.
- Commercial Real Estate Capstone: Developed a data-driven marketing plan for a 107-acre property, successfully attracting 3 clients and projecting 2% income growth (B2B Focus).
- San Diego Wave FC - Multi-Platform Plan: Built a cross-channel marketing strategy to boost ticket sales, projecting a 2% increase in conversion.
- Atlanta Braves - Social Media Strategy: Designed a targeted campaign for millennial fans, utilizing audience segmentation to improve engagement by 1%.

## EDUCATION

**University of South Florida | Muma College of Business Bachelor of Science in Marketing | Graduated: Dec 2023**

- Relevant Coursework: Professional Selling, Marketing Strategy, Digital Marketing, Brand Management.
- Leadership: USF Dota 2 Esports Team – Managed logistics, conflict resolution, and Discord server communications for 20+ competitive members.

## ADDITIONAL WORK HISTORY (Operational Resilience)

- Operations & Digital Specialist | Non-Profit Community Organization (2021 – 2022) – *Audio/Video Production & Logistics.*
- Night Auditor | The West Wing Boutique Hotel, Tampa, FL (2019 – 2020) – *Financial Reporting & Crisis Mgmt.*
- Night Auditor | Quality Inn, Weeki Wachee, FL (2015 – 2019) – *Customer Service & Operations.*

## SKILLS & CERTIFICATIONS

- Certifications: Adobe Certified Professional (2025), Google Analytics, Hootsuite, IBM Databases & SQL.
- Technical: Discord (Community Management), SQL, Python (Pandas), Streamlabs, OBS Studio, Tableau, Excel, Meta Business Suite.
- Marketing: Social Media Strategy, CapCut, Video Editing, SEO, B2B Sales, Professional Selling, Mailchimp.