

AMR ALKHAIRI

Digital Marketing Specialist | Social Media Manager | Marketing Coordinator | Content Strategy | Campaign Management
352-610-2830 | amralkhairi@gmail.com | [LinkedIn](#) | [Portfolio](#) | Tampa, FL | U.S. Citizen | Open to Remote and Relocation

PROFESSIONAL SUMMARY

Results-oriented digital marketing specialist and social media manager with a B.S. in Marketing and a Sports and Entertainment Management concentration from the University of South Florida. Certified across the full Google Ads ecosystem, Adobe Creative Suite, and analytics platforms. Experienced in integrated marketing, campaign management, paid media, email marketing, content strategy, social media marketing, market research, audience segmentation, competitive analysis, brand management, analytics reporting, and community growth. Detail-oriented, motivated, creative, and collaborative professional who combines data-driven strategy with creative execution to deliver measurable results in fast-paced environments. Strong written and verbal communication skills with a proven ability to manage multiple projects simultaneously and collaborate cross-functionally with internal teams and external partners. Ready to contribute immediately as a Marketing Coordinator, Digital Marketing Specialist, Social Media Specialist, or Marketing Analyst.

SKILLS

Paid Media and Advertising: Google Ads Search, Google Ads Display, Google Ads Video, Google Ads Shopping, Google Ads Apps, Meta Ads Manager, Campaign Optimization, A/B Testing, Retargeting, Audience Segmentation
Analytics and Data: Google Analytics 4, Conversion Tracking, ROI Analysis, ROAS Analysis, KPI Development, Google Tag Manager, Tableau, SimplyAnalytics, Excel, SQL, Market Research, Competitive Analysis
Content and Creative: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Canva, CapCut, Figma, Generative AI Content Creation, Copywriting, Brand Voice, Short-form Video, Video Clipping
Digital Marketing: Social Media Marketing, Email Marketing, SEO, SEM, Content Marketing, Influencer Marketing, Community Management, Campaign Coordination, Content Calendar Management, B2B Marketing, Integrated Marketing
Platforms and Tools: Meta Business Suite, Hootsuite, HubSpot, Mailchimp, Discord, Streamlabs, OBS Studio, Microsoft Office Suite, Google Workspace

PROFESSIONAL EXPERIENCE

Social Media Manager

February 2026 – Present

Games For Love (Nonprofit) | Remote | Seattle, WA

- Analyzed website performance using Google Analytics 4, monitoring 1,500 active users, 1,800 sessions, and 2,700 page views to inform content strategy and organizational decision-making.
- Conducted hashtag research and developed platform specific social media strategy recommendations differentiating LinkedIn, Instagram, X, and Facebook by audience, purpose, and copywriting approach.
- Researched potential corporate partners and sponsors in the gaming and esports industry to support nonprofit outreach and fundraising efforts, collaborating cross-functionally with internal teams on partnership development.
- Built and maintained content calendars across multiple social media platforms ensuring consistent brand voice, strategic alignment, and effective project management of all content deliverables.
- Monitored gaming livestreams and produced video highlight clips capturing Games For Love brand mentions to amplify charity partnership visibility across social channels.
- Challenged a high volume low quality posting approach and recommended an engagement focused content strategy prioritizing platform specific quality content over frequency.
- Developed and delivered a full esports marketing plan and content calendar for the Battle of the Gaming Brands international charity event, accepted and approved by organizational leadership.

Marketing Campaign Associate

February 2025 – January 2026

School of Marketing and Innovation Practice Center, University of South Florida | Tampa, FL

- Developed and executed an integrated marketing campaign to attract business partners and raise awareness across the USF community of 50,000 or more students.
- Coordinated production of promotional materials and digital assets, collaborating cross-functionally with internal teams and external partners to communicate the center's value proposition.
- Conducted competitive benchmarking and market research to build a standardized pricing model for Social Media Management, SEO, Email Marketing, and Digital Analytics services.
- Built a dynamic Excel pricing model using VLOOKUP and pivot tables to support profitable and consistent client onboarding, demonstrating strong analytical and project management skills.
- Developed Q&A documentation for both students and business partners outlining program expectations, processes, and deliverables to support onboarding and drive participation.

Social Media Marketing Intern

March 2024 – June 2024

Marketing by Hand (Boutique Marketing Agency) | Remote | Tampa, FL

- Managed and scheduled 20 or more weekly posts across Instagram, Facebook, and LinkedIn using Meta Business Suite, maintaining consistent brand voice and strategic alignment across client accounts.

- Monitored campaign performance across 5 or more KPIs and produced regular reports to guide content optimization decisions, communicating insights clearly to account managers.
- Assisted in developing and monitoring Facebook ad content to support client community growth, engagement goals, and paid media performance.

CERTIFICATIONS

Google Digital Academy, Skillshop (2025): Google Ads Search Certification, Google Ads Display Certification, Google Ads Video Certification, Google Ads Measurement Certification, Google Analytics Certification, Artificial Intelligence Powered Performance Ads Certification, Artificial Intelligence Powered Shopping Ads Certification, Google Ads Apps Certification

Adobe (2025): Adobe Content Creator Professional Certificate, Adobe Generative Artificial Intelligence Content Creation, Adobe Multimedia Content Creation, Adobe Social Media Content and Strategy Certificate (Grade 100%), Adobe Design Fundamentals Certificate, Adobe Image Editing Certificate, Adobe Illustrator for Beginners: Create Vector Artwork

Xbox via Coursera (2025): Interaction Design and User Experience and User Interface Principles, Fundamentals of Graphic Design

University of South Florida (2024): Citizen Data Science Certificate with Tableau

Hootsuite Academy (2023): Hootsuite Social Media Marketing Certification, Hootsuite Platform Certification

HubSpot Academy (2023): HubSpot Email Marketing Certification

IBM via Coursera (2025): Databases and SQL for Data Science with Python (Grade 87.50%)

EDUCATION

B.S. in Marketing, Sports and Entertainment Management Concentration

December 2023

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

Relevant Coursework: Professional Selling, Marketing Strategy, Digital Marketing, Brand Management, Consumer Behavior, Sports Marketing, Social Media Marketing, Global Marketing, Marketing Analytics

WORK HISTORY

Marketing Volunteer

January 2023 – May 2023

Cancer Guides Inc. (Healthcare Nonprofit) | St. Petersburg, FL

- Supported social media management, market research, content creation, and event planning for a healthcare nonprofit serving cancer patients and families.

Front Desk Agent

June 2015 – December 2020

Quality Inn and West Wing Boutique Hotel | Florida

- Delivered exceptional customer service managing check-in, check-out, reservations, vendor coordination, invoice processing, and cross-functional collaboration with operations and management teams.

Notable Projects and Leadership

- Atlanta Braves Social Media Strategy (October 2023 – November 2023): Developed a full social media strategy including SWOT analysis, audience personas, multi-platform KPI framework, and engagement tactics including user-generated content campaigns and influencer partnerships.
- Turner Cole Commercial Real Estate Marketing Plan (September 2023 – November 2023): Produced a 57-page B2B marketing plan for a 107-acre commercial property using SimplyAnalytics and Tableau for demographic research and data visualization, targeting developers, agricultural businesses, and wineries.
- San Diego Wave FC Multi-Platform Marketing Plan (October 2023 – November 2023): Built a cross-channel fan engagement strategy covering influencer marketing, community events, social media, and promotions with budget allocation and KPI tracking.
- USF Dota 2 Esports Team Leader (2021 – 2023): Managed logistics, conflict resolution, and Discord server administration for a competitive esports team of 20 or more members.