

AMR ALKHAIRI

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

PROFESSIONAL SUMMARY

Digital marketing professional with 2 plus years of experience across social media marketing, content strategy, email marketing, SEO, and marketing analytics. Tracks campaign and web performance in Google Analytics 4, builds content calendars across multiple platforms, and turns data into clear recommendations. Certified across the full Google Ads ecosystem, Adobe Creative Suite, HubSpot, and Tableau. Seeking a Marketing Coordinator, Digital Marketing Specialist, Social Media Specialist, or Marketing Analyst role.

SKILLS

Digital Marketing: Digital Marketing Strategy, Social Media Marketing, SEO, SEM, Email Marketing, Content Marketing, Content Strategy, Advertising, Campaign Management, Audience Segmentation

Analytics and Data: Google Analytics 4, Web Analytics, Conversion Tracking, ROI Analysis, KPI Development, Market Research, Competitive Analysis, Tableau, SimplyAnalytics, Excel, SQL

Content and Creative: Copywriting, Copy Editing, Brand Voice, Multimedia Content, Short-form Video, User Experience, Adobe Photoshop, Adobe Illustrator, Canva, CapCut, Generative AI Content Creation

Tools and Platforms: Meta Business Suite, HubSpot, Hootsuite, Mailchimp, WordPress (CMS), Discord, Streamlabs, OBS Studio, Microsoft Office Suite, Google Workspace

Professional: Project Management, Cross-functional Collaboration, Content Calendar Management, Stakeholder Communication, Highly Organized, Community Management

PROFESSIONAL EXPERIENCE

Social Media Manager

February 2026 – Present

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

- Analyze web analytics in Google Analytics 4, tracking 1,500 active users, 1,800 sessions, and 2,700 page views to guide content strategy and report insights to leadership.
- Build and manage content calendars across Instagram, LinkedIn, X, and Facebook, developing platform specific copy and brand voice for each audience.
- Conduct hashtag and keyword research and apply SEO best practices to improve content discoverability across social channels.
- Research gaming and esports partners and sponsors to support nonprofit outreach, collaborating cross-functionally on partnership development.
- Produce multimedia content including short-form video highlight clips from gaming livestreams to amplify brand visibility.
- Developed and presented the GFL 2026 Strategic Master Plan, a research-based influencer and partnership strategy accepted by organizational leadership for future activation.

Marketing Campaign Associate

February 2025 – January 2026

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

- Executed an integrated digital marketing campaign reaching the USF community of 50,000 or more students, coordinating across internal teams and external partners.
- Conducted competitive analysis and market research in SimplyAnalytics and Tableau to build a standardized pricing model for social media, SEO, email marketing, and analytics services.
- Built a dynamic Excel pricing model using VLOOKUP and pivot tables to support consistent client onboarding and data-driven decisions.
- Authored Q&A documentation for students and business partners to clarify program processes and drive participation.

Social Media Marketing Intern

March 2024 – June 2024

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

- Managed and scheduled 20 weekly posts across Instagram, Facebook, and LinkedIn in Meta Business Suite, keeping brand voice consistent across client accounts.
- Tracked campaign performance across 5 KPIs and reported insights to account managers to guide content optimization.
- Wrote and edited social copy across client accounts, adapting tone and voice for different brand identities.

Esports Community and Discord Manager

August 2023 – December 2023

USF Dota 2 Esports Team, University of South Florida | Tampa, FL

- Managed the Dota 2 community channel within the USF Esports Discord, moderating discussions and coordinating team communications for competitive players.
- Competed as a player at the hard support position, building firsthand insight into gaming community culture and behavior.

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 nonprofit serving cancer patients and families.

CERTIFICATIONS

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

Adobe (2025): Content Creator Professional, Social Media Content and Strategy (Grade 100%), Multimedia Content Creation, Generative AI Content Creation, Design Fundamentals, Image Editing, Illustrator

Additional: HubSpot Email Marketing, Hootsuite Social Media Marketing, Hootsuite Platform, Citizen Data Science with Tableau (USF), Databases and SQL for Data Science with Python (IBM, 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: Marketing Strategy, Digital Marketing, Brand Management, Consumer Behavior, Marketing Analytics, Professional Selling, Global Marketing, Social Media Marketing

NOTABLE PROJECTS

- Turner Cole Commercial Real Estate Marketing Plan (2023): Produced a 57-page B2B marketing plan using SimplyAnalytics and Tableau for demographic research, audience personas, and data-driven digital and print recommendations.
- Atlanta Braves Social Media Strategy (2023): Built a full social media strategy including SWOT analysis, audience personas, multi-platform KPI framework, and user-generated content campaigns.
- San Diego Wave FC Multi-Platform Marketing Plan (2023): Developed a cross-channel fan engagement strategy spanning influencer marketing, community events, social media, and promotions with budget allocation and KPI tracking.