AMR ALKHAIRI

Digital Marketing Specialist | Social Media Marketing | Marketing Analytics | Content Strategy
352-610-2830 | amralkhairi@gmail.com | LinkedIn | Portfolio | Tampa, FL | U.S. Citizen | Open to Relocation

SKILLS

Marketing: Social Media Marketing, Social Media Strategy, Digital Marketing, Content Strategy, Campaign Management, SEO, SEM, Email Marketing, Audience Segmentation, Copywriting, Brand Guidelines
Analytics: Google Analytics 4, KPI Development, Conversion Tracking, Market Research, Competitive Analysis, Tableau, SimplyAnalytics, Excel (VLOOKUP, Pivot Tables), SQL
Platforms: Meta Business Suite, Hootsuite, TikTok, YouTube Studio, Instagram, Facebook, LinkedIn, X, HubSpot, Mailchimp, WordPress, Google Workspace
Creative: Canva, Adobe Photoshop, Adobe Illustrator, CapCut, Short Form Video, Generative AI Content Creation
Professional: Project Management, Content Calendar Management, Cross Functional Collaboration, Stakeholder Communication, Community Management

EXPERIENCE

Social Media and Digital Marketing Specialist

September 2026 to November 2026

Civil Rights Nonprofit | Contract | Remote | Tampa, FL

- Managed social media across Facebook, Instagram, X, LinkedIn, TikTok, and YouTube, scheduling posts and short form videos in Hootsuite and YouTube Studio.
- Built and ran a graphics and social media request tracker that handled more than 20 requests from Policy, Development, Communications, and Operations staff.
- Designed branded graphics in Canva to organizational brand guidelines, including election graphics, a news quote carousel, and a two sided annual report flyer for the annual gala.
- Maintained the publishing calendar in Google Sheets and evaluated Hootsuite nonprofit pricing to inform the team's tool selection.

Social Media Manager

February 2026 to October 2026

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

- Built a month over month Google Analytics 4 report that identified a 51% drop in organic social traffic and an engagement rate decline from 55% to 44.7%, leading the team to adopt a quality over volume approach.
- Configured GA4 by enabling Google Signals for demographic data and extending data retention from 2 to 14 months.
- Created marketing plans, content calendars, and onboarding email templates for a charity esports tournament and a corporate virtual team building product.
- Developed a research based influencer and partnership strategy accepted by leadership for future activation.

Marketing Campaign Associate

February 2025 to 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.
- Conducted competitive analysis in SimplyAnalytics and Tableau and built a dynamic Excel pricing model (VLOOKUP, pivot tables) for social media, SEO, email, and analytics services.

Social Media Marketing Intern

March 2024 to 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.
- Tracked campaign performance across 5 KPIs and reported insights to account managers.

Esports Community and Discord Manager

August 2023 to December 2023

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

- Managed the team's Discord community channel, moderating discussions and coordinating communications.

CERTIFICATIONS

Google 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; Multimedia Content Creation; Generative AI Content Creation; Design Fundamentals; Image Editing; Illustrator
Xbox (2025): Interaction Design and UX/UI Principles; Fundamentals of Graphic Design
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)

EDUCATION

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

December 2023

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