

REFAAT ELBIALY FAROUK

SENIOR SALES & DIGITAL MARKETING SPECIALIST

📍 Riyadh - Saudi Arabia

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PROFILE INFO

Results-driven Marketing and Sales Specialist with over 5 years of experience in developing and executing successful marketing strategies, driving revenue growth, and building strong client relationships. Skilled in digital marketing, B2B/B2C sales, and market analysis. Proven ability to increase brand visibility, boost customer engagement, and deliver measurable business results.

EDUCATION

2022
AL-AZHAR UNIVERSITY

- Bachelor of Business Administration

2021
AL-AZHAR UNIVERSITY

- Bachelor of Accounting

SKILLS

- Strategic Marketing Planning
- Digital Marketing Campaigns (Social Media, Email, SEO)
- Lead Generation & Customer Acquisition
- Market Research & Analysis
- Sales Strategy Development
- Client Relationship Management
- Performance Tracking & KPI Monitoring
- Paid Advertising (PPC, Retargeting Campaigns)
- E-commerce Marketing Strategies

WORK EXPERIENCE

Al-Mashora Law Firm 9/2025 - NOW
Marketing Specialist

- The Field Marketing Specialist is responsible for promoting the firm's legal and advisory services through direct engagement with potential corporate clients. The role focuses on expanding the client base, building strong business relationships, and increasing market awareness of Almashorah's legal expertise in the corporate sector.

Amina Pharmacies 2023 - 2025
Digital Marketing Manager

- Designed and implemented digital marketing strategies to elevate brand visibility, engage customers, and boost online sales for Amina Pharmacy. Managed social media campaigns, content creation, and SEO efforts to enhance digital presence and attract target audiences. Analyzed performance metrics to optimize campaigns and support business objectives in the Pharmaceutical Industry.

Amina Pharmacies 2021 -2022
Assistant Manager

- Assisted in overseeing daily operations, ensuring exceptional customer service, and managing inventory for optimal stock levels. Supported the implementation of business strategies to enhance operational efficiency and drive sales growth. Collaborated with the team to maintain compliance with health regulations and deliver outstanding patient care.

SKILLS

- Budget Management & ROI Optimization
- Competitor Analysis & Market Positioning
- Brand Development & Growth Strategies
- Strong Communication & Presentation Skills
- Team Collaboration & Leadership
- Problem-Solving & Decision-Making
- Time Management & Multitasking
- Adaptability to Changing Market Trends
- Proficiency in Digital Marketing Tools (Hootsuite, HubSpot, Mailchimp, etc.)
- CRM Software (e.g., Salesforce, Zoho CRM)
- Google Workspace (Analytics, Ads, Tag Manager)

LANGUAGES

- English (V.Good)
- Arabic(Native)

WORK EXPERIENCE

Mirath Masr

2020 - 2021

Digital Marketing Specialist

- Led digital marketing strategies to enhance brand visibility, drive online sales, and engage customers for Mirath Masr, a leading furniture company specializing in home, office, and kitchen solutions. Managed SEO, social media, email campaigns, and content creation to attract target audiences and boost conversions. Analyzed market trends and campaign performance to optimize results and support business growth.

Noah Academy

2019 - 2020

Digital Marketing Coordinator

- Coordinated and executed digital marketing campaigns across multiple platforms to enhance brand visibility and drive customer engagement. Managed content creation, scheduled social media posts, supported email marketing initiatives, and monitored campaign performance using analytics tools. Collaborated with creative and sales teams to ensure brand consistency and optimized campaigns based on data-driven insights.

PROFESSIONAL CERTIFICATION

- Art Of selling Specilization by Edraak
- Digital Marketing Specialization (Illinois University)
- Social media specialization (Northwestern University)
- Mini MBA (DR/ Ehab Messalum)
- Advanced Digital Marketing from Udacity
- Performance Marketing by Growth Hack Academy
- Studying Digital Marketing & E-commerce on Google