

Abdullah Yasser Singer

Digital Marketing & Performance Specialist | Social Media Strategy | Campaign Analysis | AI-Assisted Creative Direction

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SUMMARY

Digital Marketing & Performance Specialist with 4+ years of multidisciplinary experience across social media strategy, paid campaign support, campaign analysis, creative direction, AI-assisted creative production, reporting, and digital operations. Experienced in connecting campaign planning, visual execution, media performance, and client communication across retail, F&B, corporate, event, entertainment, and B2B projects. Strong in campaign monitoring, KPI reporting, content amplification, and cross-team coordination, with practical exposure to Meta Ads, TikTok Ads, Snapchat Ads, web launch support, and marketing analytics workflows.

CORE SKILLS

Social Media Strategy • Paid Campaign Support • Campaign Analysis & KPI Reporting • Creative Direction • AI-Assisted Content Production • Meta Ads • TikTok Ads • Snapchat Ads • Client & Cross-Team Coordination • Web / DNS / Hosting Support • Presentation & Reporting Workflows

EXPERIENCE

Just Mood — Digital Marketing & AI Operations Specialist

Jan 2025 - Present | Riyadh, Saudi Arabia

- Manage digital marketing and creative production workflows across campaign planning, paid/social media assets, reporting, presentations, web-related operations, and launch support.
- Support awareness, reach, video-view, and engagement campaigns across Meta, TikTok, Snapchat, and other digital platforms, monitoring KPIs including impressions, reach, frequency, CTR, CPM, CPV, and cost per result.
- Translate campaign results into client-facing summaries, insights, recommendations, and creative optimization actions.
- Coordinate clients, designers, developers, production teams, and internal stakeholders to keep campaign execution, content delivery, and digital assets aligned.
- Use generative AI tools for content ideation, copy variations, report structuring, creative briefing, visual direction, and workflow development.
- Support DNS, domains, hosting, website launches, and basic technical troubleshooting when required.

Hadiaty Zawq Co. — Creative Specialist

Jan 2024 - Jan 2025

- Improved e-commerce visual catalog quality through stronger product presentation, layout consistency, and creative direction.
- Created digital and social visuals for seasonal promotions, product offers, e-commerce pages, and ongoing retail marketing activity.
- Analyzed shopper behavior, product needs, and campaign requirements to support more relevant promotional communication.

Sameh Al-Shemy — Visual Content Lead / Campaign Visual Designer (Project-Based)

Jan 2024 - Dec 2024

- Led visual content direction for public-facing campaign communication, with a focus on clarity, consistency, audience recognition, and fast-paced publishing.
- Managed visual production priorities to support timely digital publishing and campaign communication.

Freelance / Local Ad Agencies — Graphic Designer

Jan 2020 - Dec 2021

- Designed print and digital advertising materials, branding assets, social media visuals, posters, and production-ready layouts for small businesses and agency clients.

EDUCATION & CERTIFICATIONS

Mohamed Ali Decorative School — Offset Print Technology | Print production, color preparation, layout, typography, prepress, and production-ready design.

- Professional Certificate in Adobe Graphic Designer: Design that Demands Attention — Coursera / Adobe, Jul 2025
- Professional Certification in Branding and Brand Marketing — MTF Institute, 2024
- Motion Graphics & Adobe After Effects — Udemy, 2024

CURRENT DEVELOPMENT

Strengthening hands-on capabilities in Google Ads Search/Display, GA4, CRM lead tracking, CPL-focused reporting, and conversion funnel optimization.