

FAISAL ALFOZAN

Senior Insights and Performance Analysis | CAPM® Certified

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PROFESSIONAL SUMMARY

Marketing and Social Media Specialist with over 4 years of experience driving growth through data-driven content strategies and advanced social listening. CAPM certified, specializing in managing high-scale digital campaigns that bridge the gap between technical analytics and creative execution. Proven track record in boosting engagement by up to 47% and optimizing ROI for multi-platform accounts.

CORE COMPETENCIES

Strategy & Growth: Digital Marketing, Campaign Management, Conversion Optimization, ROI Maximization

Data & Analytics: Social Listening (Lucidya, Talkwalker), Performance Reporting, KPI Tracking, A/B Testing

Project Leadership: Strategic Planning, Budget Control, Risk Management, Stakeholder Coordination

PROFESSIONAL EXPERIENCE

Senior Insights and Performance Analysis | Sakan Foundation | Mar 2025 – Present

Growth: Engineered targeted paid and organic campaigns that increased overall audience engagement by 38% within the first six months

Analytics: Developed comprehensive social listening frameworks to monitor **50,000+ monthly mentions**

Optimization: Orchestrated cross-functional teams to align content calendars with paid advertising performance, ensuring brand consistency and message resonance

Senior Marketing Specialist, SEETECH, Riyadh | Sep 2022 – Present

- Managed 4 social media accounts

- Developed integrated marketing plans aligned with business goals and market trends.
- Delivered analytics-driven reports improving campaign efficiency and lead quality by 25%.

Social Media Specialist, Manga Alarabia, Riyadh | Jun 2022 – Aug2024

Performance:Scaled organic reach by 35% and engagement through rigorous trend analysis and sentiment-based posting schedules

Efficiency:Improved lead quality and campaign efficiency by 25% by executing data-driven A/B testing and performance audits

Retention:Established and monitored key performance indicators (KPIs) that significantly enhanced audience retention and conversion potential

Consulting Engineer, Alfozan Consulting Engineers, Human Resources Department, Riyadh | Jul 2020 – May 2022

- Coordinated workforce requirements with project managers on government projects.
- Administered employee medical insurance, ensuring coverage for personnel on government projects.
- Managed employee medical insurance and ensured compliance with labor regulations.

##KEY PROJECTS

Project Manager | Women in Data Science (WiDS) KSA

June 2025

Efficiency:Provided end-to-end management for the national WiDS forum, overseeing strategy, budget, and risk mitigation to ensure on-time delivery

Partnerships:Managed a diverse network of ambassadors, speakers, and sponsors while leading cross-functional teams to achieve high-quality project outcomes

##EDUCATION & CERTIFICATIONS

Bachelor's Degree: Imam Mohammed Bin Saud Islamic University (User Summary)

CAPM®: Certified Associate in Project Management, Project Management Institute

McKinsey Forward Program: McKinsey & Company

Digital Marketing Nano-Degree: Digital Saudi Academy

##TECHNICAL SKILLS & LANGUAGES

Tools: Google Analytics 4, Meta Business Suite, Hootsuite, Sprout Social, Lucidya, Talkwalker

Platforms: X, TikTok, Instagram, LinkedIn

Languages: Arabic (Native), English (Professional Working Proficiency)