

Abdulaziz Ali

Marketing Specialist | Performance & Digital Marketing | Paid Ads, SEO & Conversion

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PROFESSIONAL SUMMARY

Performance-focused marketing specialist with 7+ years driving customer acquisition and sales growth through paid advertising, SEO, and conversion-optimized funnels. Proven record of turning data into revenue: sustained 7x ROAS on Google Ads, generated 50,000+ SAR in profit from SEO in a single year, and built tracking systems that attribute every ad click to a booked customer. Combine hands-on campaign execution (Google Ads, Meta) with the ability to build the full acquisition stack, landing pages, conversion tracking, CRM and telephony, so marketing performance is measured, not guessed.

PROFESSIONAL EXPERIENCE

Security Orbit | Riyadh, Saudi Arabia

Digital Marketing & Solutions Engineer

Feb 2025 – Present

- **Grew inbound customer calls from 1–2 per day to 30+ per day** by rebuilding the acquisition funnel end to end, ad copy, landing pages, and product pages, using behavioral analysis to remove friction points where users stalled, hesitated, or dropped off.
- **Drove 50,000+ SAR in profit from SEO alone in one year** through a hub-and-spoke content architecture targeting high-intent service keywords, ranking the site for the terms buyers actually search.
- **Generated 20+ B2B leads and 5 closed projects organically at zero ad cost** by structuring website content for AI and search-engine discoverability, capturing high-value business customers through organic reach.
- **Designed and built a conversion-optimized funnel** (interactive "pick your bundle" tool) with custom event tracking and behavioral analysis, which pre-qualified customers and eliminated roughly 80% of the pre-sale conversation.
- **Ran paid campaigns on Google Ads and Meta / Instagram** with a custom-built event-tracking system and conversion tracking split by contact channel (call vs. WhatsApp), enabling data-driven budget and creative decisions.
- **Built the sales-enablement stack from scratch** integrating CRM with the phone system and automation so every lead is captured and attributed from first ad click to booked call, giving full visibility into what marketing spend actually produced revenue.

O&W Tech | Riyadh, Saudi Arabia *E-commerce Manager – Marketing & Growth*

2018 – 2023

- **Sustained 7x ROAS on Google Ads** across multi-year e-commerce operations, consistently turning ad spend into profitable revenue.
- **Increased revenue 15%** by designing conversion funnels and upsell/cross-sell strategies across the customer journey.
- **Improved organic acquisition** by optimizing product positioning, page structure, and search visibility, lowering dependence on paid channels.
- **Owned end-to-end e-commerce marketing** spanning platform management, paid advertising, content, and sales optimization for the store.

Suqiakum (Osool Holding) | Riyadh, Saudi Arabia *Growth Operations Specialist*

Apr 2023 – May 2024

- **Increased daily sales from 3–5 to 15–20 orders per day** through targeted, data-driven CRM and WhatsApp marketing to the existing customer base, achieving a ~4x lift with zero paid ad spend.
- **Engineered segmented outreach campaigns** reaching 10,000+ customers using behavioral and geographic data across a 140,000+ user base.
- **Unified sales, support, and marketing** into scalable, repeatable operational workflows aligned to growth targets.

CORE SKILLS

Marketing: Paid Advertising (Google Ads, Meta Business Suite / Meta Ads Manager), Campaign Management, SEO, Conversion Rate Optimization, Conversion Funnel Design, Lead Generation, Customer Analysis & Research, Customer Acquisition, Retention/CRM Marketing, Market & Competitor Research, Product Launches, Brand Management.

Analytics & Tracking: Google Analytics (GA4), Google Search Console, Conversion & Event Tracking, Pixel/Tag Setup, KPI Reporting, Data-Driven Optimization, Budget Management.

Platforms & Tools: WordPress, WooCommerce, Shopify, Salla, CRM (Odoo), Canva, HTML/landing-page development.

Languages: Arabic (native), English (fluent).

EDUCATION

Bachelor of Computer Science, Minor in Business Administration

University of the People (Distance Education)

2022 – 2025