

ABDULAZIZ QAHTAN

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EDUCATION

Georgia State University -College of Arts & Sciences - Atlanta, Georgia
Robinson College of Business: Computer Information Systems

May 2018-2021

SKILLS

Technologies: Google ads, Tiktok ads, Pinterest ads, Twitter ads, Snapchat ads, Youtube ads, Apollo, Hubspot, Seamless, Hunter.io, SendGrid, CapCut, Appsflyer, Google Analytics, Jetfuel, Google Meet, Zoom, Crunchbase

Professional Skills: Sales and Revenue Generation, Digital and Social Media Marketing, Content Creation and Video Production Advertisement, Ad Spend and Campaign Management, Data Analysis and Insights Growth Marketing, Influencer Partnerships, Lead Generation, Communications, Account Executive, Client and Customer Retention

WORK EXPERIENCE

Mealme.ai, San Francisco, California
Sales & Marketing

July 2021 - Nov 2023

- Successfully scaled multiple projects from \$0 to achieve \$1 million in monthly recurring revenue. Demonstrated expertise in identifying target markets, setting sales strategies, and efficiently closing deals.
- Produced and curated over 900 videos that exceeded 300 million views. Demonstrated a funnel for engaging and viral content that resonates with all audiences. Leveraged the TikTok platform to drive brand awareness, customer engagement, and revenue generation.
- Designed top-performing ad creatives that consistently outperformed benchmarks, leading to a low Cost Per Acquisition (CPA). This deep understanding of market trends and consumer behavior contributed to achieving over 1.5 million installs and recognition as Apple App of the Day.
- Managed over \$3,000,000 ad spend on TikTok, overseeing substantial monthly budgets. Implemented strategic advertising campaigns that maximized ROI and contributed to business growth.
- Analyzed data-driven insights to refine and optimize advertising strategies, using methods such as A/B testing for campaign performance, and made data-informed decisions to enhance campaign outcomes.
- Forged successful collaborations with top influencers, demonstrating expertise in influencer marketing strategies and partnership management. Excelled in campaign management and deal negotiation, utilizing data-driven insights for strategy optimization. Enhanced brand reach by acquiring and managing brand ambassadors, creating content that engages target audiences.
- Deployed inbound and outbound lead generation methods leveraging Google ads to set up over 1000 qualified customer leads for our B2B business.

Operation HOPE, Atlanta, Georgia
Marketing Intern

January 2020 - April 2020

- Developed and executed a targeted marketing campaign/events for individuals with low credit scores using targeted digital ads to provide credit improvements and overall financial literacy.
- Tracked qualified leads and conversions using a set marketing budget to increase our nonprofit's reach within the community.

Scout, Decatur, Georgia
Restaurant Manager

May 2016 - August 2020

- Progressed from Server Assistant to Restaurant Manager over 4 years, demonstrating leadership in overseeing all restaurant operations, enhancing customer satisfaction, and team performance.
- Implemented efficient operational strategies, managed staff training and development, and ensured the highest standards of service and compliance, driving significant improvements in efficiency and profitability.