

Hazim Khost

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Summary

Dedicated Marketing Specialist with extensive experience in digital marketing. Proficient in developing strategic communications and content that enhance engagement across diverse platforms. Skilled in managing marketing campaigns, digital transformations and multimedia content creation.

EXPERIENCE

Digital Marketing Intern

Feb 2023 - Jul 2023

Philips Domestic Appliances, Dubai, UAE

- Coordinated the regional customization of global brand marketing toolkits, directly facilitating the launch of targeted marketing campaigns that met corporate goals and addressed unique regional market demands.
- Initiated and refined targeted digital marketing campaigns, by leveraging advanced data analytics to surpass key performance indicators (KPIs) such as lowering CPC by 70% and increasing CTR by 300%.
- Managed a multi-channel digital campaign (including social, DSP, and PPC) that exceeded impression goals by 237% and engagement targets by 253%, while adhering to a strict budget.
- Oversaw the editing and enhancement of 30+ existing Amazon A+ product pages and launched 20+ new pages, significantly boosting customer engagement through targeted content strategies.
- Collaborated with internal teams and creative agencies to plan and develop engaging multimedia content, ensuring brand consistency and audience engagement across various digital platforms.

Sports Marketing Executive

May 2018 - Oct 2019

NIKE - Gulf Marketing Group, Dubai, UAE

- Coordinated the creation and execution of innovative digital content, including video and social media campaigns, enhancing brand visibility and audience interaction through creative storytelling and strategic content planning.
- Oversaw 4 key corporate accounts while successfully completing 12 client seasonal marketing campaigns, with budgets exceeding \$600,000 each.
- Played a key role in the successful launch of marketing campaigns, including the launch of the largest GCC Nike Store and activations for the 2018 FIFA World Cup, showcasing effective project management and promotional planning.
- Oversaw relationships with over 15 key regional football athletes at Nike, managing contract fulfillments and ensuring alignment with brand goals, which enhanced athlete engagement and strengthened brand advocacy.
- Organised the coordination of product design and delivery, adeptly managing stakeholder communication, ensuring seamless integration of feedback throughout the product development lifecycle.

Marketing Intern

Jul 2017 - Oct 2017

Blue LLC, Dubai, UAE

- Crafted and executed a strategic social media calendar, driving audience engagement and enhancing awareness of sustainability practices through targeted content and effective community interactions.

- Collaborated with research teams to analyze market surveys, aiding in the development of compelling marketing collateral and presentations, demonstrating the ability to work effectively with diverse teams.

EDUCATION

Master of Science (M.S.) - Digital Marketing

Sep 2021 - Oct 2022

Rutgers University, New Brunswick, NJ

Bachelor of Business Administration (B.B.A.) - Marketing

Sep 2013 - Dec 2017

American University of Sharjah, Sharjah

LANGUAGES

- English
- Arabic

TECHNICAL SKILLS

Google Software:

- Google Analytics (GA4).
- Google Tag Manager.
- Google Search Console.
- Google Trends.
- Google Forms.

Website Building:

- WordPress.
- HTML.
- CSS.

SEO Software:

- SEMrush.
- Ahrefs.
- SEO Minion.

Content Creation:

- Canva.
- Vistacreate.

Market Research:

- Qualtrics.
- MeaningCloud.
- SurveyMonkey.
- Hotjar.

Microsoft Office:

- Microsoft Word.
- Microsoft PowerPoint.
- Microsoft Excel.

Social Media:

- Hootsuite.
- HubSpot.
- Sprinklr

Other:

- ChatGPT.
- MailChimp.

Certifications

- Mimic Consumer Behavior Certification – **Stukent**

VOLUNTEER

Peer Leadership Organizer

Sep 2015 - Aug 2016

American University of Sharjah