

YASER ALAMAD

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SUMMARY

An ambitious professional with 5+ years of experience in sales and marketing. Possesses proven expertise in customer-centric roles alongside exceptional communication skills. Dependable and organized team player with a proven track record of collaborative success, consistently achieving sales and marketing objectives through innovative approaches and steadfast focus on surpassing targets. Proficient in critical thinking, communication, and digital marketing strategies, complimented by robust project management abilities. Dedicated commitment to excelling in high-pressure settings to meet ambitious deadlines.

TECHNICAL SKILLS

- **Digital Marketing:** Content creation, A/B testing, email marketing, SEO, social media optimization, audience segmentation
- **Project Management and CRM:** Salesforce, Lean/Agile Methodologies, Asana, Jira, HubSpot, Smartsheet, Applied Epic
- **Data Analytics:** Advanced Excel, Google Analytics

PROFESSIONAL EXPERIENCE

April 2019 – Present: Long and Foster, Washington D.C.

Key Deliverables:

Marketing and Retention Manager– September 2023 – Present

- Tasked with managing the retention of \$8 million in written insurance premium by rewriting property and casualty insurance policies, executing sales and marketing strategies for policy retention, and developing risk mitigation plans for effective risk management.
- Set and monitored retention related KPIs and metrics to assess the success of retention strategies and identify areas for improvement.
- Audited current client policies and regularly measured and evaluated customer satisfaction levels through surveys, feedback, and other metrics to gauge retention efforts' effectiveness, ensuring alignment with organizational goals and fostering lasting client relationships
- Initiated and managed comprehensive market research initiatives to identify emerging trends and consumer preferences, informing sales and marketing strategies.
- Assisted in the comprehensive revamping of the company's SharePoint website, contributing expertise in SharePoint customization, user interface enhancements, and content organization to improve usability and functionality for internal stakeholders.

Marketing and Sales Manager– July 2021 – August 2023

- Orchestrated sales and market share objectives across Northern Virginia's McLean, Tysons, Great Falls, and Vienna territories. Formulated, executed, and assessed sales and marketing strategies, producing comprehensive reports.
- Conducted in-depth analysis of market trends, competitor activities, and customer behaviors to identify opportunities for business growth and optimization.
- Produced diverse sales collateral, including core presentations, internal and external content, and educational videos, utilizing in-depth consumer and industry insights.
- Spearheaded brand awareness initiatives by overseeing and managing the company's social media platforms, strategically curating, and publishing compelling content that resonated with the target audience. Resulting in %30 increase in social media following and %20 growth in website traffic originating from social channels.

Sales Specialist – April 2019 – June 2021

- Consistently surpassed sales quotas, maintaining an average annual premium of \$210K throughout the tenure.
- Fostered cross-functional collaboration by aligning teams and stakeholders, ensuring streamlined communication and synergy in executing marketing and sales initiatives.
- Analyzed and assessed risks associated with property and casualty insurance to make informed underwriting decisions.

Previous Roles:

May 2016 – Aug 2016: AAAGENCY Dubai, UAE

Marketing Intern

- Managed AAAGENCY's social media presence via Facebook and Twitter. Driving engagement by creating and sharing relevant content.
- Served as a liaison for the sales department and managed leads for the sales team. Increasing customer retention and supporting client needs.

March 2015 – Aug 2015: Overtime Athletics Fairfax, VA

Sales and Events Coordinator

- Initiated, developed, and coordinated lesson plans and programs for the organization's youth summer camps and team building activities for camp counselors and team leaders.
- Represented the organization at events and expos to promote various programs. Prospected and facilitated the onboarding of new clients.

EDUCATIONAL CREDENTIALS AND CERTIFICATIONS

- **George Mason University (GMU), Fairfax, VA-** Aug 2014 – May 2019
Bachelor of Science in Marketing
 - **Relevant Coursework:** Advertising and Marketing Communications, Consumer Behavior, Market Research, B2B Marketing, Operations Management, and Project Management.
- **American Marketing Association (AMA) and Digital Marketing Institute (DMI)-**Dual Certification, Professional Certified Marketer (PCM) in Digital Marketing, 2023
- **HubSpot Academy-** Inbound Marketing, Digital Marketing, Content Marketing Certifications, 2022
- **Google-**Project Management Certificate, Coursera, 2022
- **Property and Casualty (P&C)-** Insurance License, 2019.

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