

# YASER ALAMAD

Yaser.Alamad@gmail.com • 12601 Buckleys Gate Dr, Fairfax, VA, 22030 • (571)-481-8233  
Web: <https://www.yaseralamad.com>

## SUMMARY

---

Dynamic professional with over 6 years of experience in Sales and Marketing. Possesses expertise in customer-centric roles alongside exceptional communication skills. Consistently achieving objectives through leveraging data-driven insights and analysis to inform strategic decision-making. Proficient in critical thinking, communication, and digital marketing strategies, complimented by robust project management abilities. Excels in a collaborative high-pressure setting to meet ambitious deadlines.

## TECHNICAL SKILLS

---

- **Project Management and CRM:** Salesforce, Applied Epic, Lean/Agile Methodologies, Asana, Jira, Fuse
- **Digital Marketing:** SEO, Content creation, A/B testing, social media optimization, audience segmentation
- **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

- Managed the retention of \$8 million in written insurance premiums by rewriting property and casualty insurance policies, executing sales and marketing strategies, and developing a risk mitigation plan.
- Set and monitored retention related KPIs and metrics to assess the success of retention strategies and identify areas for improvement and cross-selling.
- Conducted in-depth analysis and reporting of market trends, competitor activities, and customer behaviors to identify opportunities for business growth and optimization.
- Initiated and managed comprehensive market research initiatives to identify emerging trends and consumer preferences, informing sales and marketing strategies.
- Spearheaded the audit and analysis of past marketing campaigns, uncovering actionable insights that resulted in more consistent brand messaging and an enhanced content strategy optimized for SEO.
- 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.
- Planned and executed a multi-channel campaign to generate and nurture new leads, increasing lead conversion rates.
- Developed content that aligns with the company's brand voice and marketing strategy and assisted the marketing department by writing and editing articles for the company's content hub.
- Led brand awareness initiatives by managing the company's social media platforms. Strategically curating and sharing content, resulting in %30 increase in social media following and %20 growth in website traffic originating from social channels.
- Fostered cross-functional collaboration by aligning teams and stakeholders, ensuring streamlined communication and synergy in executing marketing and sales initiatives.

#### Sales Specialist – April 2019 – June 2021

- Consistently surpassed sales quotas, maintaining an average annual premium of \$210K throughout the tenure.
- Worked intermittently with cross functioning teams and consistently developed strong, sustainable relationships with real estate professionals and clients.
- Performed comprehensive risk analysis for client assets by conducting underwriting assessments, reviewing home inspection reports, analyzing credit reports, and examining insurance claims history.
- Produced diverse sales collateral, including core presentations, internal and external content, and educational videos, utilizing in-depth consumer and industry insights.
- Assisted the marketing team with the production and distribution of flyers, business cards, slides, email blasts, and promotional items to support regional sales teams and to enhance referral relationships.

## 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.