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Yasmeen Salama

MARKETING STRATEGIST

SUMMARY

Marketing strategist with over 10 years experience. I come from an agency background, where I served a portfolio of clients as the primary point of contact, lead strategist and project manager, driving projects from creation to completion. I've worked with small to medium size companies, both building from the ground up and growing existing brands, and have expertise in SEO, Google Ads, content marketing, email marketing, social media, Meta Ads, and affiliate marketing.

EXPERIENCE

Independent Contractor, Austin TX

Marketing Strategy Consultant, July 2023 - Present

- Revamped Google Ads account, from target keywords, to ad messaging, campaign restructuring, and landing page redesigns, resulting in reduced wasted spend, and **increased CTR MoM**
- Rebuilt email marketing funnels to improve lead generation, including nurture campaigns, upsells, referral program, one-time-offers, and 2 lead magnets, **increasing lead generation by 15%**.
- Created non-profit social media launch strategy to showcase global impact
- Drove website redesign focused on CRO, **improving conversion rates, SEO and AIO performance**

Brandetize, San Diego CA

Digital Marketing Account Manager, July 2021 - June 2023

- Ran social media campaign strategy for annual client event to draw new and existing followers, resulting in **YoY attendance growth**
- Built and launched first full marketing funnel for client, including Meta ads strategy, social media and messaging strategy, and email marketing, **doubling cold leads in first 2 months**
- Restructured legacy client's multi-channel funnel to target new audience, including email strategy, Meta Ads and Google Ads approach, resulting in steady, **MoM lead growth**
- Created strategy, templates, and process to launch new brand's social media accounts, including a podcast

Motoza Digital Marketing, Austin TX

Senior Account Manager, June 2015 - July 2021

- Created and executed B2B healthcare SEO strategy, resulting in a **40% increase in organic traffic, and 18% increase in organic leads**
- Developed content strategy to launch SMB beauty client in competitive market, increasing organic conversions by **113% over 2 years**
- Created Google Ads strategy for global B2B e-commerce retailer that resulted in **30% increase in ad CTR, and 50% increase in leads**

EXPERIENCE

Main Street Hub, Austin TX

Sales Representative, Jan - April 2015

- Consistently met or exceeded daily and monthly quotas

RYTMO (Reaching Youth Through Music Opportunities), Anaheim CA

Public Relations Coordinator, Jan - Nov 2014

- Increased organization's overall social media presence by 80%
- Planned and executed two successful fundraising events

SKILLS

- Communication and client relations
- Marketing funnels and user journey strategy
- Conversion Rate Optimization (CRO)
- Content Marketing
- Search Engine Optimization (SEO, AIO, GEO)
- Email Marketing and marketing automation
- Project Management
- Brand Kits
- A/B and split testing
- Event marketing
- Affiliate marketing
- Writing, public speaking, and presentations
- Research, reporting and data analysis
- Social Media (organic and paid)
- Google Ads (PPC)
- Problem Solving
- Team Leadership and training
- Time Management

TOOLS AND SOFTWARE

SEO, AIO, GEO

- Google Analytics (GA4), Ahrefs, SEM Rush, Screaming Frog, Google Search Console, Google Tag manager

Ads

- Google Ads, Meta Ads

AI

- ChatGPT, Claude, Apollo, Midjourney

Email Marketing and Automations

- Hubspot, Customer.IO, Keap, Active Campaign, MailerLite, MailChimp, Brevo, Constant Contact, Zapier

Social Media

- Instagram, TikTok, Facebook, YouTube, LinkedIn
- Hootsuite, Sprout Social, Metricool

ACTIVITIES

- Cinematic music composer
- Action-adventure author
- Sofar Sounds artist and performer
- Public speaker

EDUCATION

California State University, Fullerton

BA in Communications, Summa Cum Laude