

Osamah Mousa, [CDMP](#)

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OBJECTIVE

Marketing & E-Commerce graduate and Certified Digital Marketing Professional experienced in managing social media, Google Business Profile, website content, customer touchpoints, and performance tracking. Develops brand-aligned content, improves digital discoverability, supports customer engagement, and connects marketing activity with business operations. Saudi Arabia

EDUCATION

Jazan University

Bachelor's degree in marketing and E-Commerce, GPA: 4.05 - June 2023

EXPERIENCE

Safeef – Bakery & Tea Brand | Family Business

Digital Marketing & Social Media Support Abha, Saudi Arabia | Aug 2025 – Present

- Managed Google Business Profile, supporting 29,093 views and 3,066 customer interactions.
- Managed TikTok performance, generating 352,630 video views and 8,131 profile views.
- Produced brand-aligned content, including posts, captions, product descriptions, visuals, and promotional materials while maintaining consistent brand identity.
- Created and launched [Safeef's website](#) to centralize brand storytelling, menu access, location details, and customer touchpoints.
- Developed customer-focused marketing direction using buyer persona insights, including customer needs, search behavior, platform preferences, frustrations, and decision-making factors.

Seasonal Sales Associate | Ashley Furniture | Oct 2020 – Dec 2020

- Assisted approximately 10–15 customers per day by identifying needs and recommending furniture solutions based on room size, style, colors, lighting, accessories, and budget.
- Delivered consultative sales support by explaining product options, comparing alternatives, and helping customers make confident purchase decisions.
- Used a Google Sheets CRM system to record customer details, preferences, follow-up notes, and potential sales opportunities.
- Followed up with customers after showroom visits to answer questions, provide updates, collect feedback, and support delayed purchase decisions.

SKILLS

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| • Microsoft Office | • Reporting & Documentation |
| • Google Analytics | • Compliance Awareness |
| • Digital Marketing | • Analytical Thinking |
| • Business Development Support | • Attention to Detail. |
| • Social Media Management | • Professional Presentation. |
| • Content Marketing | • Flexibility in Dynamic Environments. |

COURSES AND CERTIFICATES

- Certified Digital Marketing Professional (CDMP) | Digital Marketing Institute. Jun 2025 – Oct 2025
- General English | Britannia English Academy, Manchester, UK. Apr 2024 – Sep 2024
- The Strategy of Content Marketing | Coursera.
- Fundamentals of Digital Marketing | Google.

LANGUAGES

English

Arabic