



# SEIF SEIF

SOCIAL MEDIA MARKETER, CREATIVE DIRECTOR,  
BRAND ENGINEER, & DESIGNER

## EDUCATION

NORTH CAROLINA STATE  
UNIVERSITY

GPA: 3.77

Raleigh, NC

Design Studies Design and  
Theory of Design Candidate  
(Expected graduation May  
2023)

## CAREER OBJECTIVE

I am a Diligent Creative Director, Social Media Marketer, Brand Engineer & Graphic Designer Studying Design Studies at North Carolina State University. My most recent position was Chief Marketer and Creative Director for Anchor Auto Outlet - one of the fastest growing car dealerships in the East Coast.

I am Aiming to utilize a proven knowledge of Social Media Marketing, Brand Engineering, Data Analysis / Optimization, & Team Leadership skills to successfully meet your marketing, brand, and business development needs.

Frequently praised as dedicated by my peers, I can be relied upon in providing maximum value and taking your company to the next level.

## SKILL - SETS

- Facebook Ads and Instagram Ads Mastery
- Adobe Photoshop and Graphic Design Proficiency
- Google Analytics and Google Attribution Model Proficiency
- Experience in B2B High-Ticket Phone Sales
- High Proficiency in Brand Engineering and Strategy
- Fluent in English and Arabic

## EXPEREINCE

*CHIEF MARKETER AND CREATIVE DIRECTOR*

*Anchor Auto Outlet, Raleigh, NC / Oct 2019 - Present*

- **Successfully** Lead our Facebook, Google, and TV Marketing Team by Implementing World Class Strategies Designed to Maximize Growth, Sales, and Brand Recognition
- **Drastically** Increased ROI and Sales by Integrating Cross-Channel Marketing Strategies Between Google and Facebook Advertising
- **Oversaw** All Marketing Operations on all Social Media, & Television Advertising, Lead Generation, and Branding
- **Worked** in Coordination With Our CEO, Sales Manager, Marketing Team, Business Development Team, and Salesmen In Efforts to Enhance Lead Out-Reach & Align/Expand Customer Sales Journey
- **Created** Effective Social Media Marketing Strategies and Ads on Google, Facebook, and Instagram designed to Solidify the Brand as a **Leader In the Market**
- **Read** and Analyzed Google Analytics and Google Attribution Models to Troubleshoot, Diagnose, and Improve Sales, Customer Retention, and UI/UX Customer Journey
- **Successfully** Executed Brand Identity and Visual Identity to Create a Unique Customer Sales Experience Like no Other