Loiy Ghalib Abdelkhalek Al-Haiki

Digital Marketing Manager

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Professional Summary

I'm Loiy Alhaiki, a digital marketer based in Sana'a, Yemen, with over eight years of experience across e-commerce, apps, and retail. My work spans paid advertising, app growth, content planning, performance analytics, and influencer and UGC campaign coordination. I'm open to employment opportunities and client projects in Yemen, as well as remote collaboration with Saudi Arabia and the Gulf.

Key Achievements

Platform-report metrics cover different reporting periods; reported conversions are not verified sales. Sources and periods are documented in the portfolio case studies.

- Ad spend managed: $53.9K
- Google ad clicks: 1.38M
- Google-reported conversions: 207.9K
- Meta engagements: 17.64M

Core Competencies

Paid media | App growth | E-commerce marketing | Analytics & reporting | Campaign strategy | Creators & content

Tools & Platforms

Meta Ads Manager | Meta Business Suite | Google Ads | GA4 | Firebase | Excel | Google Workspace | Canva | Adobe Photoshop

Professional Experience

Zahraah | 2025 - Present

Digital Marketing Manager.

Leading paid campaigns, app analytics, content, creator coordination, and performance reporting.

- Planned and optimized paid campaigns across Meta and Google.
- Supported acquisition, engagement, traffic, product discovery, and re-engagement objectives.
- Reviewed GA4 and Firebase behavior, events, sources, and retention signals.
- Coordinated design, photography, content, customer service, management, and technical teams.
- Managed UGC and creator delivery, approvals, publishing, and evidence collection.
- Prepared performance reports and practical recommendations for management.

Artex Trading Co. | 2018 - Present

Digital Marketing Officer.

Planning product campaigns, writing Arabic copy, coordinating creative delivery, and reviewing campaign performance.

- Design campaign creatives and write Arabic product and offer content.
- Manage advertising, seasonal content and publishing.
- Respond to customers and explain product and showroom information.
- Review campaign performance and prepare reports.

INJAZ Yemen | June 2023 - July 2025

Assistant Operations Officer & Digital Learning Platform Officer

Managed program operations and the digital learning platform, supported students, prepared reports, delivered university workshops, and coordinated with technical and administrative teams to improve the user experience and develop the platform.

- Contributed to entrepreneurship initiatives such as the Company Program, alongside financial-literacy and career-readiness programs.
- Provided technical and administrative support to participating Yemeni university students.
- Managed day-to-day operations and followed up on workflow and delivery requirements.

- Prepared comprehensive reports to support monitoring and administrative decision-making.
- Developed and delivered workshops for students, university staff, and faculty members.

Education

Digital Marketing Graduate Certificate

Gies College of Business, University of Illinois Urbana-Champaign | IN PROGRESS · 2026

Bachelor's in Business Information Technology

International University of Technology Twintech · First Class Honors | 2019 - 2023

Professional Courses & Certifications

DIGITAL MARKETING & E-COMMERCE

- • Advertising with Meta - Meta · 2026
- Digital Marketing Implementation: Executing Strategies in a Connected, Data-Driven World - University of Illinois Urbana-Champaign · 2026
- Digital Marketing Strategy: Navigating Emerging Media and AI - University of Illinois Urbana-Champaign · 2026
- Digital Marketing and E-commerce - Google · 2026
- Social Media Advertising - Meta · 2026
- Social Media Marketing - Meta · 2026
- Attract and Engage Customers with Digital Marketing - Google · 2026
- Advertising and E-commerce on TikTok - Aptly · 2026
- Snapchat Advertising - Snapchat · 2026
- Social Media Management - Meta · 2026
- Social Media and Digital Content Strategy - Digital Marketing Institute · 2026
- Digital Marketing Analytics through Social Media - HP LIFE · 2022
- Improving Online Business Success - HP LIFE · 2022
- Effective E-commerce Website Design - HP LIFE · 2022
- Digital Skills - Google Skills Program in collaboration with INJAZ Al-Arab and INJAZ Yemen · 2020

OPERATIONS, CUSTOMER EXPERIENCE & LEADERSHIP

- Project Management - Project Management Institute
- Sales Basics: The Art of Sales
- Customer Experience for Business Success
- Information Technology for Business Success
- Effective Leadership
- Strategic Planning
- Project Writing and Preparation

LANGUAGES & PROFESSIONAL DEVELOPMENT

- Advanced English Diploma
- ACCESS English Program
- French Language Studies - A1
- Teacher Assistant Training Program

Languages

Arabic: Native | English: Professional working proficiency | French: Basic