

Alexander Al-Gumaei

Digital Marketing | UX/UI Design | SEO/SEM | Web Design | IT Consulting | Brand Growth

Sana'a, Yemen | alexgumaei@gmail.com | +967 777 337 882 | [linkedin.com/in/alexander-al-gumaei/](https://www.linkedin.com/in/alexander-al-gumaei/)

PROFESSIONAL SUMMARY

Strategic IT and Marketing leader with 10+ years of experience driving business growth through technology and data-driven digital strategy. Expert in translating business needs into technical solutions, including UX/UI design, full-stack web development, IT infrastructure, and targeted marketing campaigns. Proven record of improving efficiency, user engagement, and revenue across diverse industries. Holds MBA and BS in Information Technology with multiple Google certifications.

PROFESSIONAL EXPERIENCE

Digital Marketing and Business Strategist

Pro Studio

2020 – Present

- Spearheaded foundational business and marketing strategy for LeaMaz Company, providing end-to-end consulting to build market presence and operational framework
- Developed and executed integrated digital marketing strategies for various clients, resulting in 30% increase in qualified leads
- Led successful launch campaign for Haya App, managing all digital channels to drive user acquisition
- Analyzed campaign metrics to optimize performance, achieving 15% lift in conversion rates and maximizing ROI
- Managed digital presence for many clients, creating engaging content that enhanced customer loyalty

IT and Management Consultant

Consulting Zone

2018– 2023

- Directed IT system development and infrastructure projects, aligning technology with business goals to improve data processing and operational workflow
- Advised clients including Al-Qarar and Gloma Mailing Services on business process improvements and technical solutions, enhancing security and increasing operational efficiency by 20%
- Managed IT budgets and vendor negotiations, reducing annual technology expenditure by 15%
- Provided strategic business consultation to improve company structure and operational processes

University Lecturer

Lebanese International University

2016 – Present

- Lectured on Information Technology, Management Information Systems, Marketing, and Digital Marketing
- Developed curriculum and course materials for IT and business courses
- Evaluated and guided student graduation projects in IT and Business Administration
- Provided expert consultation on project feasibility, marketing strategy, and technical execution

Lead UX/UI and Web Designer

Self-Employed

2014 – Present

- Designed user-centric interfaces for web and mobile applications including Dan App and Sadad App, reducing user navigation issues by 25%
- Delivered full-cycle web design and development for clients including Awam for Women Foundation, AQ International, and Palm Café
- Created responsive websites that boosted online engagement and met business objectives
- Conducted user research and usability testing to optimize user experiences

KEY PROJECTS

- LeaMaz Company: Business and Marketing Strategy Consultant. Guided foundational strategic planning and market positioning for new company establishment.
- AQ International Website: Full-Stack Developer. Delivered professional corporate site that strengthened brand identity.
- Awam for Women Foundation Website: Web Designer and Developer. Built accessible, responsive platform to expand digital reach.
- Dan App and Sadad App: UX/UI Designer. Created intuitive user interfaces for mobile applications.
- Haya App Launch: Digital Marketing Lead. Executed go-to-market strategy driving user acquisition.

EDUCATION

Master of Business Administration (MBA)

Lebanese International University, 2018-2022

Bachelor of Science in Information Technology

Lebanese International University, 2011-2016

CERTIFICATIONS

- Google Data Analytics Certification, 2023
- Google Digital Marketing and E-commerce Certification, 2023
- Google Project Management Certification, 2022
- Google IT Support Certification, 2022

SKILLS

Marketing Strategy, Digital Marketing, E-commerce, Project Management, IT Support, System Administration, Web Design, UX/UI Design, User Testing, User Research, Data Visualization, Business Consulting, Strategic Planning, IT Management, Training, Lecturing

LANGUAGES

- Arabic: Native
- English: Proficient

References are available upon request