

# YAMIN ELSHAER

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## PROFILE

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**MBA Marketing Professional** with experience that spans digital marketing, campaign management, client engagement, organizational process improvement, and efficiency. Extremely motivated and personable individual with a strong work ethic and ability to work exceptionally well both independently and with diverse teams.

**Data Tools:** Google Ads, Google Analytics (GA3/GA4), Google Tag Manager, Google Suite, Excel, Social Media, Data Analytics (SQL, Python), Paid Marketing (Google, Facebook), CRM Platforms (HubSpot, Pipedrive), Project Management (Asana), Adobe Suite, Marketing Automation (Klaviyo, CallRail, Zappier)

## EDUCATION

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**Master of Business Administration**, Emphases: **Marketing | Strategy**,

University of California, Davis – Graduate School of Management

- ♦ Relevant Courses: Marketing Strategies; Marketing Management; Digital Marketing; Marketing Research; Management of Innovation; Marketing Analytics; International Marketing; Data Analysis for Managers

**Bachelor of Arts Economics**, University of Michigan, Ann Arbor

## MARKETING | BUSINESS DEVELOPMENT EXPERIENCE

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**Strategic Growth Marketing Specialist, Cosmoforge**, <https://cosmoforge.io/>,

*Dynamic growth marketing firm catalyzing expansion for non-profits, startups, and e-commerce ventures.*

- ♦ **Google Ads Management:** Developed and executed multi-channel online campaigns for non-profit partners, leveraging Google Ads to amplify digital footprint and mission awareness, resulting in a 30% increase in engagement.
- ♦ **Performance Analytics:** Monitored and analyzed campaign performance metrics using Google Analytics and Google Tag Manager, generating insightful reports to optimize strategies and guide data-driven decision-making. Collaborated with cross-functional teams to ensure seamless implementation of digital marketing initiatives, contributing to the overall success and growth of non-profit partners

**Digital Growth & Engagement Specialist, Schedgo**, <https://join.schedgo.com/docs/intro/#our-product>,

*Pioneering student startup enhancing academic logistics through innovative class scheduling & degree planning solutions.*

- ♦ **Ads Management:** Managed Google Ads accounts, including keyword research, ad creation, and budget allocation to maximize ROI.
- ♦ **Custom Reports:** Developed custom dashboards and reports to monitor and campaign performance
- ♦ **Email Marketing:** Led market research and segmentation analysis to inform targeted email marketing campaigns, boosting engagement rates by 35% through personalized content strategies.

**Marketing and Business Development Intern, LL Consulting Company**, Kingston, New York,

*Consulting firm that helps foreign companies navigate the American business landscape.*

- ♦ **Digital Marketing:** Designed and disseminated high-impact marketing brochures and digital content, leading to a 40% increase in brand visibility among target markets.
- ♦ **Financial Coordination:** Managed and recorded inflows and outflows of financial transactions resulting in financial records organization improvement by 15%.
- ♦ **Lead Generation:** Presented products to sports product companies (Gopher Sports; Kortney Board Aids) resulting in 20% increase in potential sales leads.
- ♦ **User Analysis:** Analyzed user behavior data to provide actionable insights for improving website usability and campaign performance

## INTEGRATED MANAGEMENT PROJECT

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**Integrated Management Project, CLEVER**, <https://www.realclever.com/>, 2023

- ♦ **Market Research:** Spearheaded a thorough competitive landscape analysis to inform strategic decision-making.
- ♦ **Pricing Strategy:** Devised a comprehensive pricing framework tailored to market dynamics and value proposition.
- ♦ **Brand Positioning:** Created/executed positioning strategy to differentiate/elevate brand in influencer marketing space.

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## ACCOLADES

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**Dean's List with Distinction**, Michigan State University, 2018, 2019

**Honor's College Excellence Scholarship**, Michigan State University, 2018, 2019

**The Big Bang 1st Place Winner**: "[SchedGo is big winner at UC Davis' Big Bang! Startup Competition](#)"

## COMMUNITY INVOLVEMENT

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**Community Engagement Leader, Hand in Hand**, <https://www.linkedin.com/company/hand-in-hand-kw/about/>  
*Philanthropic organization dedicated to enriching the environment, supporting youth, and aiding the disabled.*

- ♦ Assisted in events including renovation of education facilities, and volunteering at disability care centers.

**Sustainability Initiatives Coordinator, Leading Improvement Towards Earth (LITE)**

<https://www.instagram.com/litebbs/?hl=en>

*Grassroots environmental movement fostering sustainability through comprehensive recycling programs on the BBS campus.*

- ♦ Assisted in the management of the campus-wide recycling initiative, resulting in a 50% increase in recycling participation and contributing significantly to campus sustainability goals.

## ADDITIONAL QUALIFICATIONS

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**Leadership & Attributes:** Attention to Detail, Analytical Thinker, Presentations, Process Improvement, Problem Resolution, Work Independently & With Teams, Strong Work Ethic, Highly Organized & Efficient\

**Specialties:** Google Ads Management, Digital Marketing Strategy, Process Improvement, Communications, Business Administration