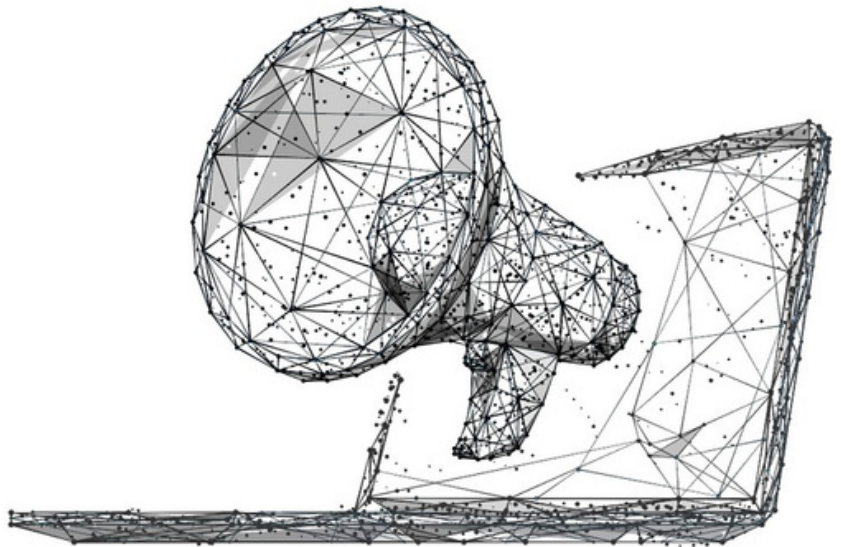Bushra Alghamdi

Portfolio.

Digital Channels Stream Lead | SEO,
Content, AI and Search Strategy

Table Of Contents

About

I'm **Bushra Alghamdi,** a Digital Marketing professional leading the Digital Channels stream at the Saudi Tourism Authority.

To put it simply I oversee the **content, SEO, AI, and performance strategy** across STA's digital ecosystem, including VisitSaudi.com, Book.VisitSaudi.com, and the STA Corporate Website, along with push notifications and email marketing for the VisitSaudi audience.

My core strengths lie on driving content excellence, discoverability, and organic performance across global and regional markets, ensuring every digital touchpoint reflects Saudi's story with clarity and impact.

I work closely with the our **technical department**, which manages technical implementation and platform development, to align content and AI strategy with seamless execution.
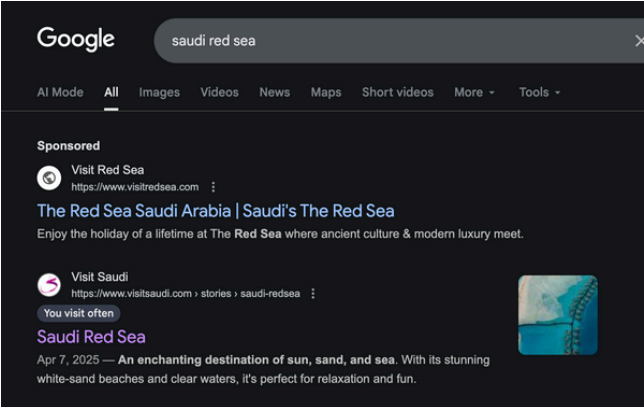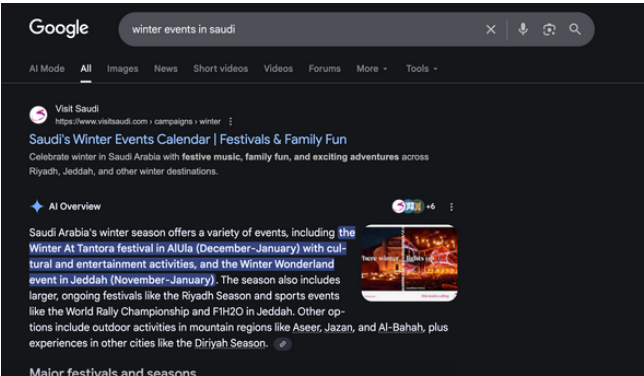
Content and SEO

As Stream Lead, I guide STA's digital content, SEO, AI, and search direction, shaping strategy, governance, and quality across all web and owned channels.

Content Proof

SEO Proof

https://bushraalghamdi.com/
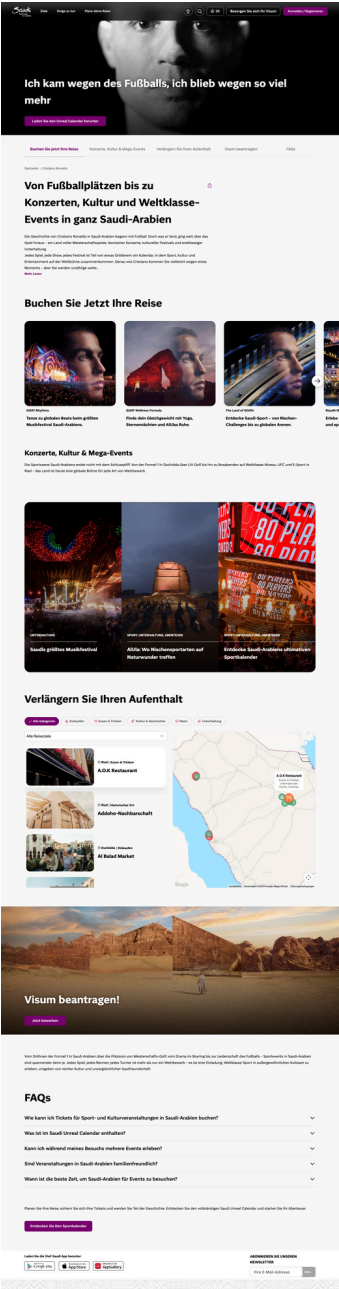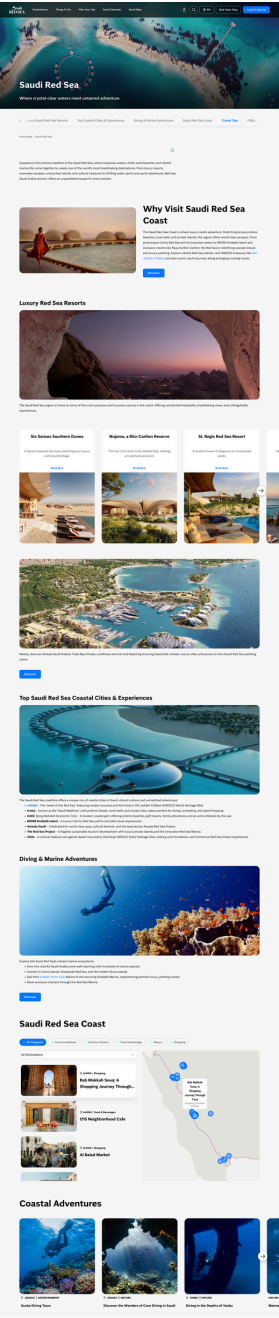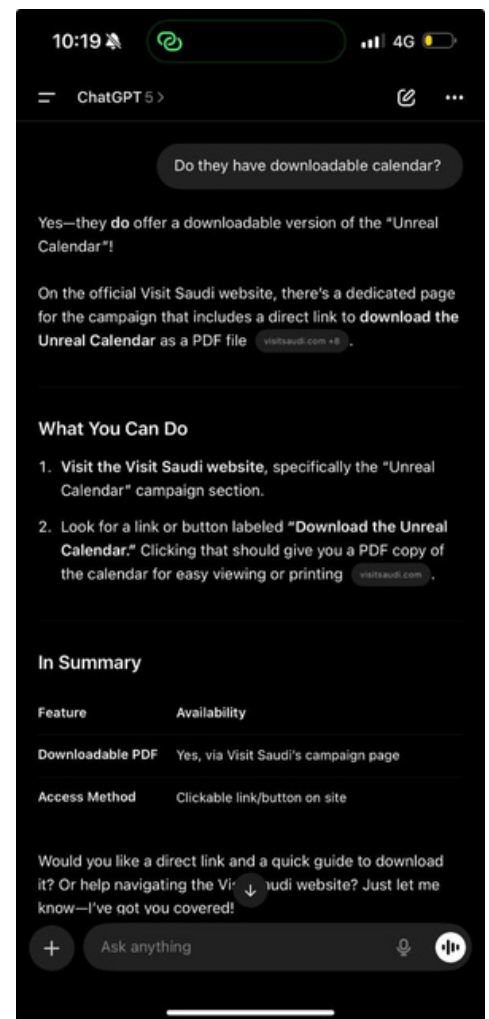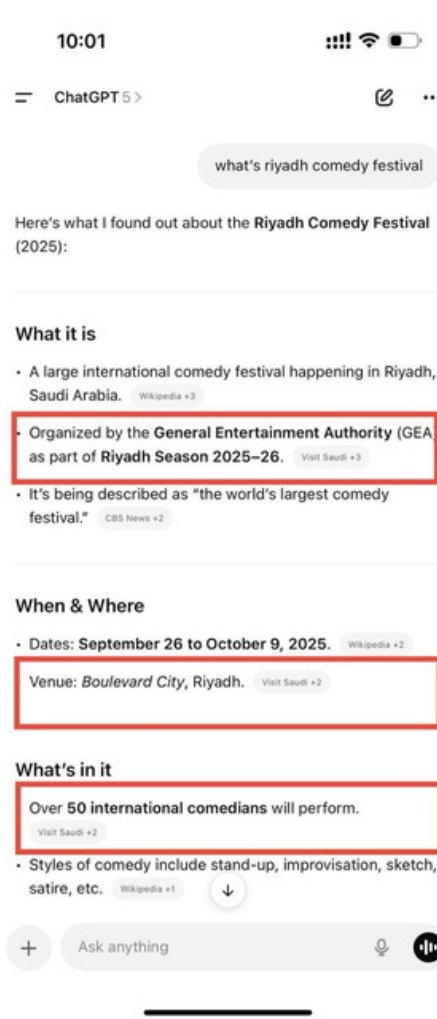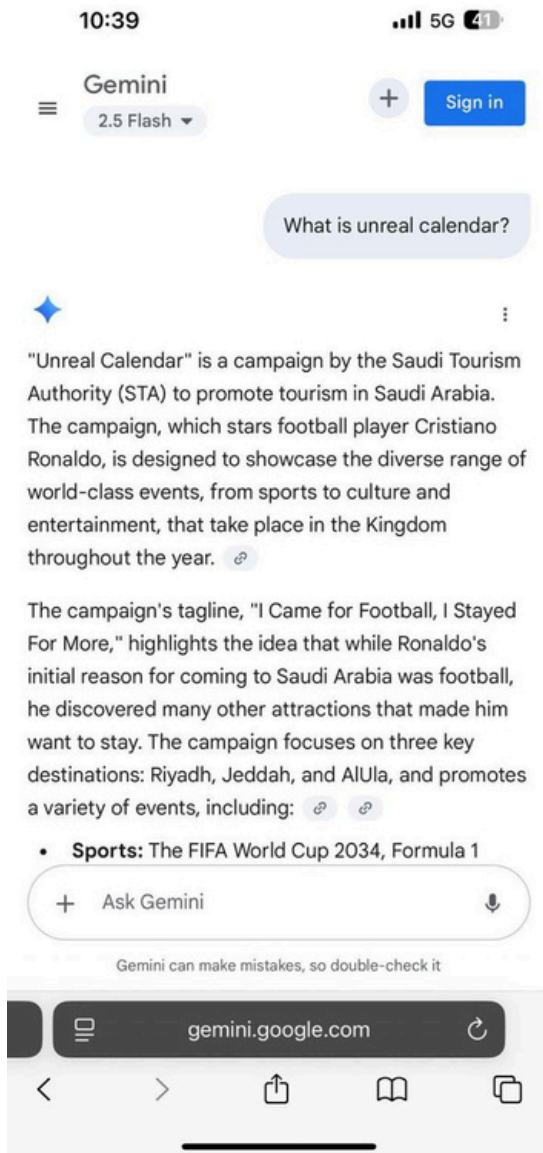
AI Visibility

I lead STA's efforts to strengthen content visibility across next generation search platforms such as ChatGPT, Gemini, and Grok.
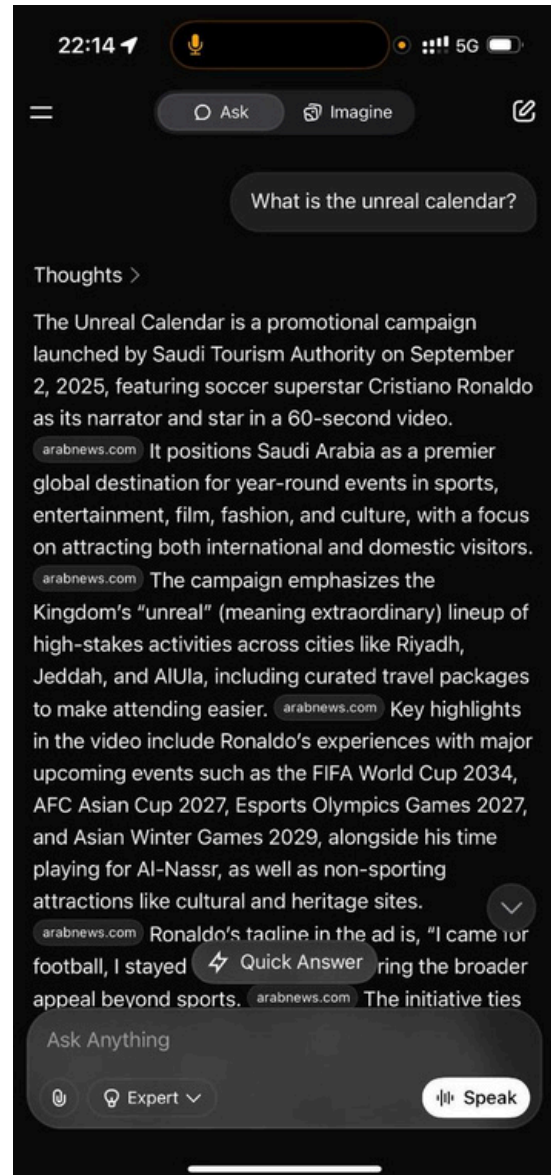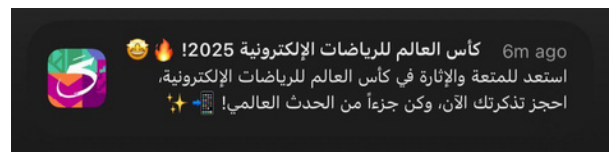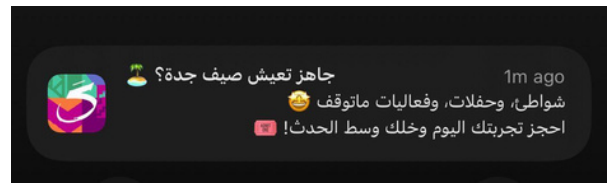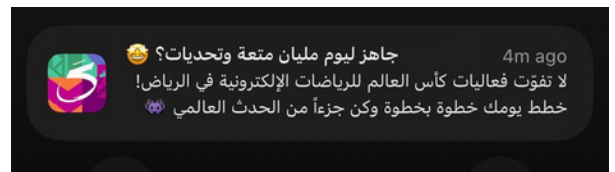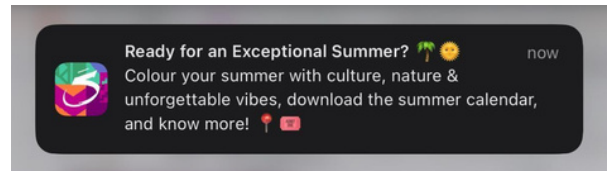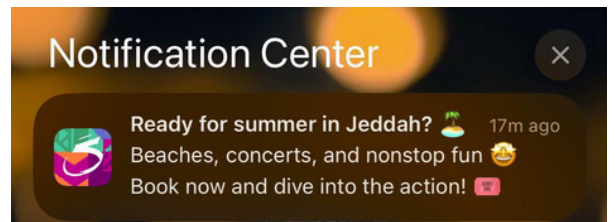
ChatGPT

AI Visibility

Gimini

Grok 4

Emails & Push Notifications
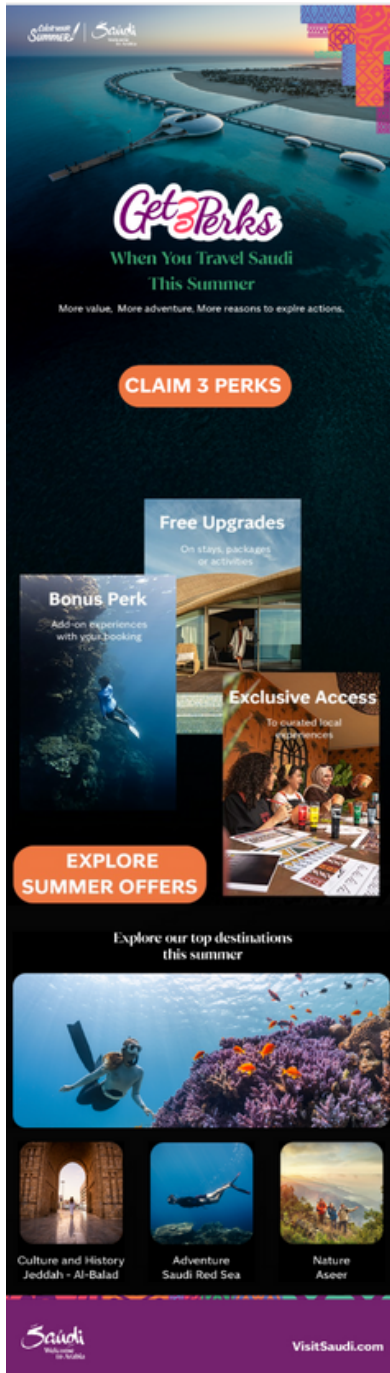
Previous Experience

Saudi Tourism Authority

Digital Marketing Senior Specialist (2024–2025)
Led front-facing activities on the VisitSaudi website, activating multilingual campaigns and optimizing more than 250 articles and landing pages for SEO. Contributed to a double-digit increase in organic sessions and engagement.

Web Content Specialist (2022–2024)
Created SEO-friendly content for VisitSaudi's website, supported major campaigns such as Stopover Visa, Riyadh Season, and F1, and contributed to the site's technical and content revamp.

King Abdullah University of Science and Technology (KAUST)

Data Analyst (2022)
Maintained data across three digital learning platforms and provided regular reporting on usage trends.

Marketing and Communications (GDP, 2021–2022)
Established internal email marketing using Mailchimp, exceeding KPIs by improving open rates by 73% and click-through rates by 143%.

Freelance Storyboard Artist (2021)
Created storyboards with over 40 sketches for marketing campaigns in collaboration with Albrand and Faden Media, including the award-nominated project You Are Our Armor.

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Marketing Analytics

Tools used and case studies

The following projects highlight my ability to utilize a variety of analytical tools to uncover insights that fuel marketing strategies. By blending technical skills with strategic insight, I've been able to craft solutions that are not only data-driven but also centered around the customer, showcasing the tangible impact of analytics in practical settings.

Data Vizuliazation

Built interactive dashboards using Tableaufor a dataset of flight delays in the US. The dashboards communicate insights from the data using bar charts, a line chart, a map, and different filters.
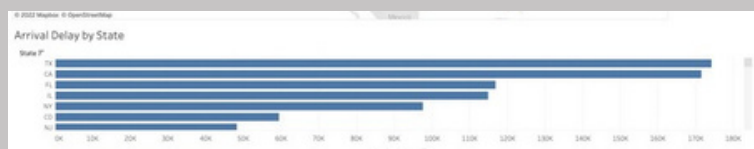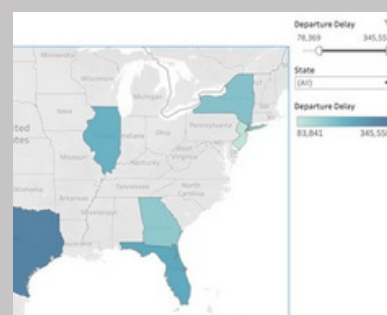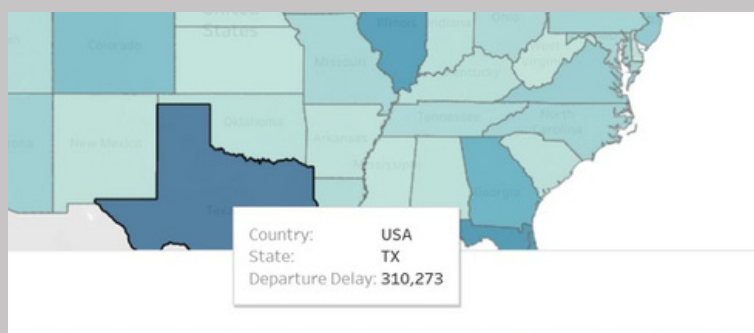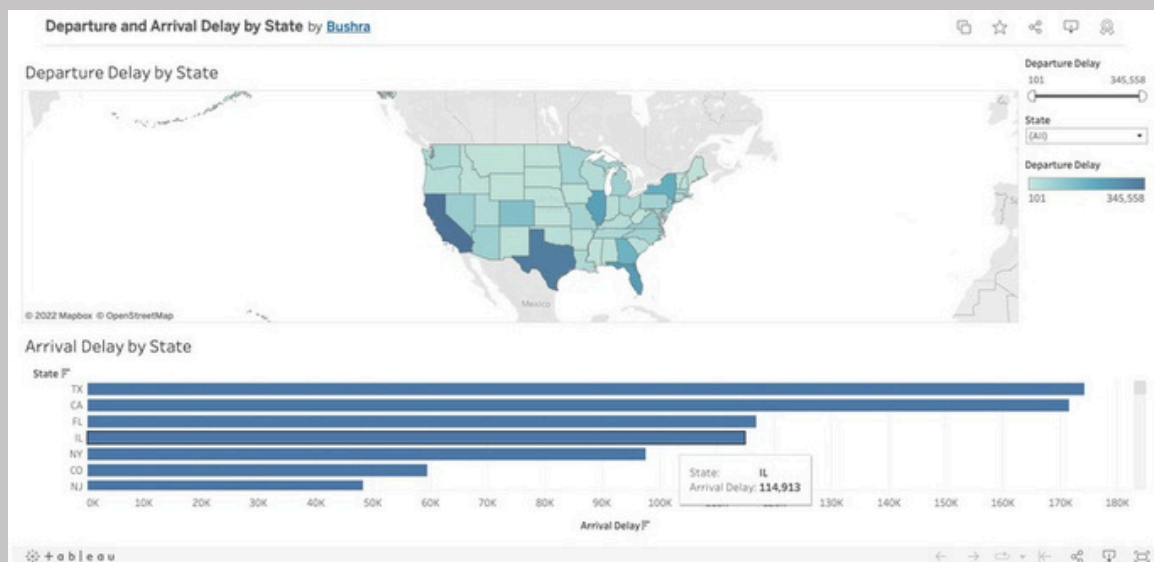
Dashboard: Departure and Arrival Delay by State - View the dashboard

Google Analytics

Two in-depth projects using Google Merchandise Store GA demo account to practice using advanced reporting techniques and analysis. Furthermore, I connected Google Analytics to Data Studio to build a dashboard.

01.

Advanced Displays, Segmentation & Filtering

02.

Navigating, Reports, & Dashboards

I used advanced reporting displays, segments, and views to identify audiences for remarketing. The data exploration goes through Audience, Acquisition, Conversion, and Behaviour displays reports. On the other hand, I tried segmenting the audience based on three criteria: Characteristics, Geography, and User behavior.

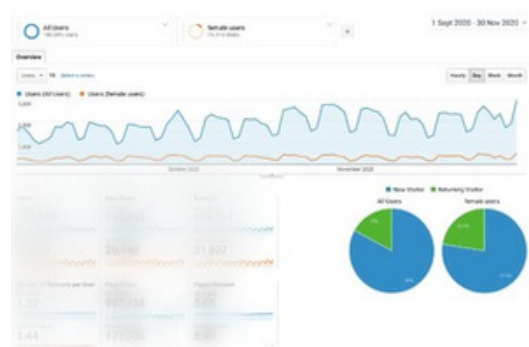### Audience Segment: Characteristic

Are female more interested in google merchandise store?

The data shows only 17% of all new users are females, however the returning users are a bit higher with 22.5%. The answer to this is quite obvious, females interest in the Google merchandise store appears to be less than other users.

4   3

Displays   Segments

Navigating, Reports, & Dashboards

Connected Google Analytics to Looker Studio (Google Data Studio) and created a custom dashboard. The dashboard showcases different data points effortlessly, and we can control it to show different date ranges.
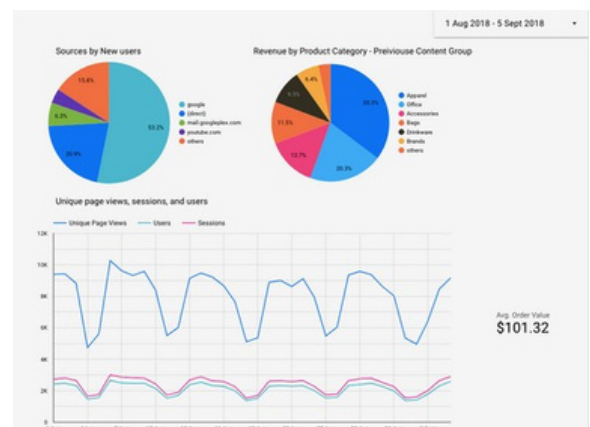
Analytic Brief (Nike)

Nike Hyperadapt (Self-Lacing Shoes) is the sample company and the product used for this project. Starting with a SMART objective and working to combine the business and the customer story, testing and having a learning plan is essential, so the brief included both. Furthermore, I included the purchase process flow and added success metrics to help with every process stage.

Performance Evaluation

(Google Merchandise Store)

In this project, I evaluated the performance of the Black Friday sales for 2017 & 2018 using a data set from the Google Merchandise Store. I assessed the data, reported the performance against the objective, and evaluated three essential areas:

- Audience
- Marketing
- Sales

Evaluate the Audience

Which Age-Range generated the most sales?

- Customers age-range between 26-35 generated most sales in both 2017 and 2018

Sales by Age-range
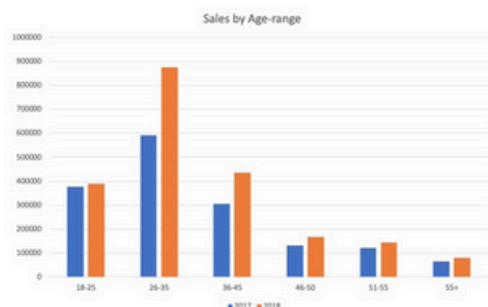
Evaluate the Marketing

Which channel was the biggest driver in sales for 2017? For 2018?

Paid channels have the biggest drive in sales coming to 656,431.42 and 893,189.12 in 2017 and 2018 respectively.

2017

Customer Source	COUNTA of Customer Source	SUM of Order Amount
Blog	4858	424,035.49
Paid	7150	656,431.42
Social	5303	514,446.94

2018

Customer Source	COUNTA of Customer Source	SUM of Order Amount
Blog	5779	519,980.77
Paid	9699	893,189.12
Social	6913	679,261.57

Digital Marketing

Tools used and case studies

These projects showcase my experience in SEO audits, content optimization, and campaign management. I've optimized 100+ articles, launched 15+ campaigns, and managed email marketing for 7,000+ contacts on Mailchimp. My work also includes technical audits, keyword research, and building backlinks, all focused on enhancing website performance and driving targeted traffic.

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SEO Audits

On-site Off-site SEO

I have extensive experience conducting both on-site and off-site SEO audits. This includes performing technical audits, optimizing metadata, and improving website content for better search visibility. Additionally, I've identified high-traffic websites for backlinks and provided actionable insights to enhance overall website performance and search rankings.

Performed an On-site and Off-site audit of Udacity's website, including performing a technical audit on the metadata. Reviewed the current metadata of a specific page and created a revised version with five different Alt-tags. Suggested and wrote a summary of three blog topics based on a keyword search. Finally, using SEMrush, I identified three relevant high-traffic websites to gain backlinks from.

Alt-Tag 1	`<img src="/images/brand-refresh/mobile-open.svg" alt="Hamburger menu icon">`
Alt-Tag 2	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/3w3LJ7wg3CyGCsSEKS0mCk/f729d46c32a7b2ce367e744958e8eee2/logo-color-google.svg?fm=jpg" alt="Google Logo Small">`
Alt-Tag 3	`<img src="//www.udacity.com/www-proxy/contentful/assets/2y9b3o528xhq/6WoKBulpg46OGKSySOySI2/98acb5f4dee25041b1934341f55d9df5/logo-color-hootsuite?fm=jpg" alt="Hootsuite Logo Small">`

Site Name	Oracle
Site URL	http://oracle.com/
Organic Search Traffic	112.8 K - Saudi Arabia
Site Name	HubSpot
Site URL	http://hubspot.com/
Organic Search Traffic	56.7K - Saudi Arabia

Google Ads Campaign

I identified and calculated three Ad level KPIs/metrics to pre-made different ad groups to use when evaluating their performance against the marketing objective. Additionally, I provided recommendations for future optimization of the campaign.

Ad	Cost	Clicks	Impressions	Conversions	CTR	CPC	CPA	Conversion Rate
Ad Group 1, Ad 1	$458.25	991	40163	97	246.74%	$0.46	$4.72	9.79%
Ad Group 1, Ad 2	$360.80	562	32334	36	173.81%	$0.64	$10.02	6.41%
Ad Group 2, Ad 1	$335.60	619	28827	72	214.73%	$0.54	$4.66	11.63%
Ad Group 2, Ad 2	$159.35	219	9932	16	220.50%	$0.73	$9.96	7.31%

Email Marketing

I created and ran over 13 email marketing campaigns for 7,000+ contacts at KAUST, with great success. These campaigns outperformed expectations, boosting open rates by 73% and click-through rates by 143.3%. Careful planning of content, timing, and audience targeting played a key role in these strong results.

mailchimp

Storyboarding

Bushra Alghamdi

Don't hesitate to reach out for any job opportunities or inquiries with the contact information below.

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📞 +966558313997