

MAHA AL JULAYEL

PUBLIC RELATIONS SPECIALIST

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EDUCATION

Bachelor of Public Relations & Advertising 2021-2025
Imam Abdulrahman Bin Faisal University – College of Arts
GPA: 4.7 / 5

SKILLS SUMMARY

- **Languages:** Arabic (Native), English (Fluent)
- **Tools:** Adobe Suite, Microsoft Office, Excel
- **Soft Skills:** Team Collaboration, Adaptability, Leadership, Persuasion, Negotiation skills, Cultural Awareness

WORK EXPERIENCE

Marketing Intern | G6 Silicone Jan- May 2025

- Managed content creation, digital marketing strategies, and design tasks across social media platforms.
- Developed marketing campaigns for multiple clients in various industries.
- Collaborated with cross-functional teams to enhance brand presence and increase audience engagement.

Content Creator & Designer | G6 Silicone Jan- May 2025

- Wrote creative and technical content for product descriptions and campaigns.
- Created visual assets using Adobe tools to support marketing strategies.
- Monitored performance metrics and optimised content based on analytics.

Summer Intern – Data Entry | Shubbak Company (in collaboration with Ninja) June 2025

- Entered, organized, and validated large volumes of data with a high level of accuracy.
- Streamlined data processes, contributing to improved internal documentation workflows.

PROJECTS

Student Conference Coordinator & Speaker

- Organized an academic conference, handling logistics, communication, and branding.
- Served as main speaker and host, facilitating sessions and audience engagement.

Translator – Shubbak Company

- Translated technical and general content from English to Arabic with accuracy and cultural relevance.
- Supported content expansion across digital platforms.

Marketing & Content Specialist

- Developed marketing strategies and produced content for diverse clients.
- Achieved measurable improvements in engagement and customer reach.

Marketing Lead – Map Go Project

- Launched and led the project, focusing on marketing, brand positioning, and user engagement.

Campaign Lead – Rikaz Campaign, Eastern Region

- Directed a public safety campaign in partnership with the Eastern Province Municipality.
- Managed social media, secured billboard placements, and boosted public awareness.

Marketing Strategist – Sahari AlUla Resort

- Created a full marketing plan including market research, competitor analysis, and promotional strategies.
- Enhanced brand visibility and targeted tourist engagement.

CERTIFICATES

- Online Campaign
- How to Pass an Interview Successfully
- Leadership Skills
- Problem-Solving Skills
- Creative Thinking