



SUMMARY

Highly motivated and skilled Digital Marketing Specialist with over 6 years of experience included 4 years of experience in **Saudi market**, such as TÜV Rheinlan, Hairburst Arabia, Ghaya pharmacies, Colorpoint Store and Saji Home. with a strong understanding of various digital marketing channels and strategies.

I can be responsible for implementing and executing digital marketing campaigns that drive engagement and conversions, also work on web analytics, online marketing, as well as social media marketing and communication strategies. I have a creative mind and the ability to work effectively across a range of teams.

EDUCATION

Tanta University

Bachelor's Degree in psychology
2013 – 2017

SKILLS

- Content Creation.
- Social Media Marketing.
- Marketing Strategy.
- Moderation.
- SEM (SEO, PPC).
- Email Marketing.
- Competitive Research.
- Basic Design Skills.
- Communication Skills.
- Team Player.
- Search.
- Freelancing.
- Using AI tools.
- Time Management.
- Google sheets.
- Good written & reading in English, Arabic.
- Self Study.

CERTIFICATIONS

- Digital Marketing Fundamentals with Shereen Badr.
- Social Media Advanced with Shereen Badr.
- SEO Fundamentals & Advanced with Shereen Badr.
- Google Ads with Shereen Badr.

PROFESSIONAL EXPERIENCE

Digital Marketing Specialist (Freelancer)

Sept 2024 – Aug 2025

Digital Marketing Specialist

Saji Home Furniture Store | March – Sept 2024

- Competitive Research.
- Develop, implement, and manage social media strategies and campaigns
- Plan, create, publish, review, and share new content.
- Reply on comments and messages.
- Run ads on social media platforms, Track campaigns and measure the results.
- Collabrate with influencers

Digital Marketing Specailist

COREations Company | 2018 – 2023

- Develop and implement digital marketing campaigns across various channels, including email, social media, search engine optimization (SEO), search engine marketing (SEM), and content marketing
- Optimize website content and landing pages for better user experience and conversion rate
- Assist in the day-to-day responsibilities of digital marketing execution for achieving objectives and KPIs.

Social Media Specialist (Freelance)

Colorpoint Store | Apr 2022 – Nov 2022

- Develop, implement, and manage social media strategies and campaigns
- Plan, create, publish, review, and share new content.
- Reply on comments and messages.
- Run ads on social media platforms.
- Track campaigns and measure the results.
- Optimize company pages within each platform to increase the visibility of the company's social content.
- Undertaking competitor research and analyses.
- Discuss with design team creative ideas.

Content Creator (Freelance)

Algowhara Alarbia | 2021 – 2022

- Market Research.
- SWOT Analysis.
- Marketing Strategy.
- Manage Calendars, schedule appointments