

Rasha Altamimi

0532527011

Rashamohammed.aa@gmail.com

Saudi Arabia

<https://www.linkedin.com/in/rasha-altamimi-617b86284/>

Objective

Motivated and results-driven Public Relations diploma holder with progressive experience in marketing, content creation and digital campaign management across creative agencies. Proven ability to manage client relationships, lead cross-functional teams and analyze performance metrics using tools like Meltwater. Seeking to contribute strategic communication and branding expertise in a dynamic environment that values innovation, audience insight and measurable outcomes.

Education

- Diploma in Public Relations, Princess Nourah University 2023

Experience

Account Manager May 2025 – Present

Sabbar Studio – Creative Marketing Agency

- Managed strategic client relationships and ensured satisfaction through tailored marketing solutions.
- Oversaw creative and marketing teams to deliver media campaigns aligned with client goals.
- Supervised performance of social media platforms and websites, focusing on ROI and KPIs.
- Developed original marketing content (articles, promo texts, visuals) and monitored market trends for ongoing improvement.

Z Advertising and Public Relations Company Nov 2023 – May 2025

Marketing and Public Relations Specialist

- Analyzed audience preferences and market trends to develop relevant and effective marketing strategies.
- Created and managed content for company and project social media platforms, ensuring consistency in tone and branding.
- Led the development of messaging frameworks and branding strategies for digital campaigns and websites.
- Managed online presence for internal projects and clients, including social media accounts and websites.
- Monitored and analyzed performance metrics to refine future campaigns and enhance engagement.
- Researched industry updates and competitor trends, including continuous tracking of HungerStation developments.

Marketing and Public Relations Analyst

- Prepared financial and marketing studies for government entities, documenting methodologies and procedures.
- Coordinated client meetings and managed communication with site teams and guest representatives.
- Wrote and edited various content types including social media posts, platform copy and podcast scripts.
- Designed layouts and managed daily operations of social media accounts.
- Conducted audience behavior analysis for HungerStation to drive targeted, data-informed recommendations.

Skills

Technical Skills

- Data analysis using Meltwater platform
- Artificial intelligence tools and applications
- Social media management and platform analytics
- Content marketing and digital branding
- Proficiency in Microsoft Office Program
- Event planning and internal event organization
- HR support: recruitment, onboarding and internal communications

Soft Skills

- Leadership & Team Management
- Ability to handle work pressure
- Team Collaboration & Excellent Communication
- Problem-Solving Skills
- Adaptability and self-development
- Ability to work within a team

Languages

- Arabic
- English