

NADA ALSAIF

CONTACT



Phone

+966557773469



Email

Nadaalsaif52@gmail.com

EDUCATION



Bachelor of Home Economics and Art Education

Princess Nora University
2009-2012




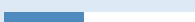
Digital Marketing Nanodegree Program

Udacity Musk academy 2019

LANGUAGE

- Arabic 
- English 

ADOBE

- Photoshop 
- Illustrator 

SKILLS

- Marketing Strategy
- SEO
- Google Analytics
- Content Marketing
- Social Media
- Strong decision maker
- Advertising

ABOUT ME

In 6 months of management, followers of the company's Twitter account were up 60%.

I'm looking to take those skills and use them to build a top-quality social media strategy

I'm quick learner and always eager to prove myself

WORK EXPERIENCE

➤ Senior digital marketing at Al Majed for oud:

- Developed and managed digital marketing campaigns on Instagram, Snapchat, Twitter, and TikTok.
- Supported social media team by writing and editing social media campaigns.
- Created reporting around paid marketing and KPI reports using Google Analytics.
- Launched SEO campaign for the high volume that generated visitors and customers.

➤ Digital Account Executive at Cheil Worldwide:

- Lead and manage Samsung.com websites.
- Developing, planning, and executing all digital marketing strategies.
- Present work to clients, with Account Director or Creative Director.
- Ensure that projects are done according to client specification.
- Created a Social media Calendar to best suite the companies needs

➤ Social Media Specialist at Aljedaie office:

- Developed and managed more than 15 digital marketing campaigns on Facebook, Instagram, Snapchat, and Twitter.
 - Prepared a social media editorial calendar that aligned with the company's marketing strategy.
 - Work closely with different teams (product management, graphics, sales) to create social media content.
 - Provide support in other areas of Media Marketing SEO, and Google Analytics.
- Write and edit products descriptions for the company's website.

➤ Social Media Specialist at Ingaz:

- Prepared daily/weekly/monthly content updates that aligned with the company's brand strategy.
- Designed posts for all social media platforms.
- Created & edited videos for marketing camping.
- Maintain working knowledge of current industry trends, emerging channels, and consumer behavior.
- Research competitor promotions, community organizations, and businesses for partnership opportunities.
- Created a Social media Calendar to best suit the companies needs.
- Developing content for promotion on social media.
- Delivered corporate data reports and recommended actions in response to information.