

Summary

Creative and results-driven Social Media Specialist and Content Creator with a strong background in social media management, influencer coordination, and digital marketing. Skilled in crafting engaging content, building brand presence, and executing strategic campaigns that drive growth and engagement. Passionate about turning ideas into powerful online experiences.

- Experience
- Alnimaa Scientific Bureau

Social media coordinator

September 2024 - September 2025

Erbil, Iraq

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Manage and Coordinate Daily Social Media Activities:

Oversee daily operations across platforms like Instagram, Facebook, and TikTok to maintain an active brand presence.

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Build and Maintain Influencer Relationships:

Establish and nurture influencer partnerships to enhance brand awareness and drive collaborations.

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Create and Schedule Engaging Content:

Design, develop, and schedule posts, stories, and short videos to maximize audience engagement.

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Assist in Planning and Executing Digital Marketing Campaigns:

Support brand initiatives by contributing to the development and execution of strategic marketing efforts.

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Develop and Implement Monthly Social Media Plans:

Align content calendars and posting schedules with marketing goals to ensure consistency and relevance.

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Monitor and Analyze Campaign Performance:

Track social media insights, generate performance reports, and recommend strategies for continuous improvement.

- MAIN Agency

Social Media specialist

November 2023 – August 2024

Erbil, Iraq

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Develop and Implement Social Media Strategy:

Conduct competitive research, determine the most effective platforms, craft messaging, and identify target audiences to build and execute a comprehensive social media strategy.

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Set Up and Improve social media Pages:

Get your company’s pages up and running on each platform and make them as visible and engaging as possible.

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Plan and Schedule Content:

Develop and manage content calendars and posting schedules to ensure a steady stream of social media updates.

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Work with Other Teams:

Collaborate with design team, sales, and other departments to manage the company’s image.

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Create and Record Voice-Over Content:

Develop and record voice-overs for social media videos and other multimedia content to enhance engagement and communication.

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Use Meta Experience:

Apply insights at Meta to improve social media strategies, boost platform performance, and achieve better results.

- Vantage Media Agency

Freelance Content Creator

March 2024 - July 2024

Erbil, Iraq

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Creating Content:

Write clear, engaging, and well-researched content for various formats, including blog posts, articles, website copy, social media, and marketing materials.

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Understanding Client Needs:

Communicate with clients to understand their goals, target audience, and content requirements to deliver work that meets their expectations.

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Researching Topics:

Conduct thorough research on assigned topics to ensure accuracy and depth in your content.

Education

Kurdistan institute	2013– 2018
Erbil, Iraq	Diploma Certificate of Computer Science

Languages

Kurdish	Arabic	English
Native	Full Professional Proficiency	Full Working Proficiency
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- Skills
- Excellent consulting, writing, editing (photo/video/text), presentation and communication skills
- Demonstrable social networking experience and social analytics tools knowledge
- Positive attitude, detail and customer oriented with good multitasking and organizational ability
- Ability to create visuals designs using Canva.
- Able to work with Microsoft softwires Word, Excel, and PowerPoint.
- Advanced skill in internet web browsing, mailing, downloading & uploading files.
- Effective Communication skills, including speaking, writing and active listening.
- Team work, collaborates with colleagues to solve problems and create new ideas.
- Self-Motivated self-study.
- Flexibility and Adaptability, with new algorithms, quick-study