

BAYAN ABDWLRAZAQ RAJAB

SOCIAL MEDIA MANAGER | MARKETING SPECIALIST

Erbil Governorate | bayanrazaq5@gmail.com | 07508604404

PROFILE

Experienced professional with 3 years of hands-on expertise in Marketing, advertising,, business development and Sales. Proven track record of driving performance, increasing revenue, and achieving business goals. Seeking a new challenge to grow further and contribute fresh perspectives and strategic insights to a dynamic team.

EDUCATION

Disease Analysis Department

2019-2021

Hawler Medical Institute

EMPLOYMENT

Marketing Specialist, Al-Muhanad Group

2024-Oct 2025

- Manage and grow the company's social media presence across multiple platforms.
- Plan and execute digital marketing campaigns to increase brand awareness and engagement.
- Create and oversee high-quality content aligned with brand identity.
- Collaborate with designers, photographers, and influencers to deliver impact campaigns.
- Plan and execute social media and sponsored advertising campaigns to increase reach and engagement.
- Conduct competitor analysis to identify trends and develop effective marketing strategies.
- Prepare monthly performance reports and data insights to optimize future campaigns.
- Prepare social media monthly calendars with content strategies and posting schedules for all platforms.

Social Media Specialist, Aspire Agency

2023-2024

- Developed and managed new markets by identifying and following up on customer referrals.
- Monitoring and maintaining relations with the clients, coordination
- and follow up with the team.
- Copy writing Skills
- Social Media Captions, Articles Blog Posts, Brochures, Print Materials, Event Invitations.
- Campaign Ads & Sponsoring, Marketing Plans and Reports.
- Develop and execute comprehensive marketing strategies and
- campaigns that align with the company's goals and objectives.
- Lead, mentor, and manage a high-performing marketing team,
- fostering a collaborative and results-driven work environment.
- Manage and organize the company's social media accounts to
- increase awareness.
- Create and implement effective digital marketing campaigns.

Pharmacist and Nurse, Erbil International Hospital and Lemo Pharmacy

2019-2023

- Worked in the medical field for 4.5 years in hospital and pharmacy settings, providing patient care and medication support. Gained strong experience in clinical procedures, medical communication, and healthcare coordination.

Languages

Kurdish | English | Arabic | Persian | Hindi

Personal Details

- March 8, 2001, Female, Kurdish-Iraqi.

Skills

Brand Awareness &
Engagement Growth

Social Media
Management

Competitor Analysis
& Market Research

Content Creation &
Scheduling

Cooperative team
member

Digital Marketing

Influencer & Team
Collaboration

Analytics Tracking

Team Leadership

Public Relations

Copywriting

Digital Marketing
Planning

Courses

Talabat Call center agent

Completed a 6-month training course.

Hobbies

Writing poems.