



Ruby Kubaisi

Social Media Specialist

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Profile

Marketing professional with a strong background in digital strategy, social media management, and brand development. Experienced through roles at WE CAN and Yusr AlQaisi Makeup Artist, where I focused on increasing engagement, optimizing online presence, and strengthening client relationships. Currently working as a **Social Media Specialist at The Hub Marketing Agency** (since February 2025), managing major accounts including a leading bank and driving impactful, data-driven marketing campaigns. Skilled in CRM tools, content creation, and performance analysis, with a proven ability to boost brand visibility and audience growth through creative, results-oriented strategies.

Employment History

Work Experience

Social Media Specialist

The Hub Marketing Agency – Marketing Agency, Amman, Jordan
February 2025 – Present

- Manage social media strategies and content for major clients, including a leading bank.
- Develop and execute data-driven campaigns to boost engagement, reach, and brand visibility.
- Coordinate with creative and account teams to ensure brand consistency and impactful messaging.
- Monitor analytics and optimize performance across multiple digital platforms.
- Stay ahead of social media trends to deliver innovative marketing solutions that drive measurable results.

Marketing and Events Officer

WE CAN, Amman, Jordan

June 2023 – January 2024

- Developed compelling grant proposals that successfully secured funding from foundations and government agencies.
- Collaborated with internal departments to ensure consistency in messaging and branding across all platforms.
- Implemented innovative fundraising tactics that appealed to a diverse range of donors, increasing overall support for the organization's mission.
- Enhanced donor retention through personalized communication strategies and targeted marketing efforts.
- Leveraged social media platforms for timely promotion of events and campaigns, heightening awareness within the target audience.
- Managed budgets for events and campaigns, maintaining alignment with financial goals.

Skills

Effective Time Management
Fast Learner
Leadership
Ability to Work in a Team
Communication Skills
Content Marketing
Competitor Analysis
Creative Campaign Ideation
Client Communication & Relationship Management
Team Collaboration
Attention to Detail

Account Manager

Yusur AlQaisi Makeup Artist, Amman, Jordan

June 2020 – June 2023

- Increased client satisfaction by building strong relationships and addressing needs promptly.
- Resolved escalated issues to prevent client loss while maintaining positive relationships.
- Maintained high client retention through exceptional customer service and proactive communication.
- Collaborated with the sales team to identify upselling opportunities and expand the client base.

Education

Diploma , Amman Academy , Amman

09/2006–02/2020

During my time at Amman Academy School in Jordan, I gained a lot of valuable knowledge and experiences. It was an International Baccalaureate (IB) school, which made the program both challenging and rewarding. Despite the rigor of the IB curriculum, I managed to achieve very high grades, graduating with a score between 37 and 42 points. My years there taught me not only academic skills but also discipline, critical thinking, and perseverance.

BBA, University of Surrey - London, london

10/2020–02/2023

I spent three wonderful years at the University of Surrey in London, where I continued to grow both academically and personally. My time there allowed me to deepen my knowledge in my field of study and develop important skills such as research, communication, and teamwork. The university's diverse environment and high academic standards challenged me to think critically and adapt to new perspectives. Overall, my experience at Surrey was transformative and greatly contributed to my professional and personal development.