

Anaam Mahmoud

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Professional Summary

Creative and detail-oriented **Digital Marketing Specialist** with over 4 years of experience in content strategy, campaign execution, and cross-platform digital engagement. Adept at managing advertising budgets, leading content development, and analyzing campaign performance. Known for strong communication skills and a proven ability to work independently and collaboratively in remote teams. Fluent in **English, Arabic, and Kurdish** with experience serving international audiences.

Professional Experience

Digital Marketing Specialist
Samday Production – *Erbil, Iraq*
August 2024 – Present

- Developed and executed tailored content strategies across digital platforms.
 - Created engaging content for social media, blog posts, and promotional materials.
 - Managed Google Ads campaigns, improving cost-efficiency and audience targeting.
 - Led digital promotional campaigns that boosted brand awareness and sales.
 - Analyzed campaign data and provided performance reports and strategic insights.
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Digital Marketing Manager
Royar Company – *Erbil, Iraq*
July 2024

- Designed and implemented digital marketing plans to enhance brand visibility.
 - Oversaw ad campaigns across Google Ads and email marketing platforms.
 - Used performance data to optimize campaigns and improve conversion rates.
 - Directed content creation strategies for blogs, websites, and social platforms.
 - Supervised a small team, promoting collaboration and timely project delivery.
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Copywriter & Marketing Specialist
Gravity Communication – Erbil, Iraq
August 2023 – July 2024

- Developed original copy for email marketing, social media, and blogs.
 - Supported company-wide content marketing strategies with targeted writing.
 - Collaborated with designers and marketing staff to ensure brand consistency.
 - Conducted online research to improve content relevance and effectiveness.
 - Produced monthly newsletters and contributed to team campaign planning.
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Freelance Digital Marketing Specialist
Self-Employed – Remote
April 2022 – October 2022

- Provided digital marketing support to small clients and startups.
 - Created marketing content and managed social media schedules.
 - Designed simple visual materials using Canva and monitored content engagement.
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Freelance Interpreter
Various Clients / Educational Institutions – Erbil, Iraq
October 2020 – October 2023

- Delivered professional interpretation and translation services in English, Arabic, and Kurdish.
 - Specialized in academic, medical, and legal translations, maintaining accuracy and confidentiality.
 - Partnered with schools to translate documents and materials for students and parents.
 - Ensured culturally appropriate communication and client satisfaction.
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Core Skills

- **Digital Campaign Management:** Google Ads, Social Media Strategy
- **Content Creation:** Copywriting, Blogging, Newsletter Development
- **Analytics & Tools:** Google Analytics (basic use), Campaign Reporting, Performance Reviews
- **Project Management:** Team Collaboration, Deadline Management, Remote Coordination
- **Languages:** English (Fluent), Arabic (Fluent), Kurdish (Fluent)
- **Tech Stack:** MS Office, Canva

Education

Bachelor's Degree in English Language

Salahaddin University – College of Education | *Graduated: May2023*

Additional Information

- Seeking full-time or part-time remote roles in digital marketing and content creation
 - Open to working with international clients and teams across time zones
 - Excellent written and verbal communication skills
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