



ZINA SARDAR

SOCIAL MEDIA & DIGITAL MEDIA MANAGER

EXPERIENCE

SOCIAL MEDIA MANAGER - SEETA AGENCY, ERBIL
2024 – PRESENT

CONTACT ME

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EDUCATION & TRAINING

- **BACHELOR'S DEGREE IN ENGLISH LANGUAGE**

Tishk International University, Erbil
2020 - 2024

- **PRACTICAL DIGITAL MEDIA TRAINING** – CONTENT CREATION, CAMPAIGNS, ADVERTISING VIDEOS

LANGUAGE

- KURDISH (professional content creation)
- ENGLISH
- ARABIC

- Spearheaded content strategy for 3 brands (AUX, Consal, Seeta), coordinating weekly posts, stories, and videos.
- Led a creative team (video/motion designer + graphic designer) to produce high-quality campaigns.
- Launched a new Instagram page and grew it to 600+ followers within the first month.
- Produced advertising videos and influencer collaborations that boosted brand recognition and engagement.
- Maintained active communities with consistent messages, likes, and follower growth.
- Managed campaigns and performance tracking using **Meta Business Suite** and **Excel**.

SKILLS

- Social Media Strategy & Management (Instagram, Facebook, TikTok, Meta Business Suite)
- Content Planning, Scheduling & Reporting (Excel)
- Influencer Collaboration & Campaign Execution
- Team Leadership & Creative Coordination
- Video & Advertising Content Production
- Community Engagement & Audience Growth