

Youssef Mohammad Mohi Eddin

Riyadh, Saudi Arabia

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Summary

Creative and results-oriented Social Media Marketing Specialist with a track record of proven achievements in developing new social media strategies, creating original social media content, producing detailed reports and developed primary social media marketing campaigns.

SKILLS

- Google Analytics
- Trend Awareness
- Google Ads
- Utilizing Social Media Ads
- Understanding SEO
- Microsoft Suite Excel, Word, Powerpoint

Experience

Social Media Specialist – August 2020 to Present

Development Works Company - Riyadh, Saudi Arabia

- Planning and execute digital marketing campaigns including web, SEO, email, social media, influencers and display advertising.
- Measuring and reporting on the performance of all digital marketing campaigns.
- Run and developing Campaign Advertising to drive traffic and brand awareness.
- Use data and analytics tools to draw conclusions and make strategic optimizations.
- Managing social media platforms including planning social media calendar, content and posting.
- Running contest for social media pages.

Social Media Specialist – April 2019 to July 2019

Purple Bug Digital Marketing Agency - Manila, Philippines

- Managed the social media marketing for the clients across the different platforms.
- Assessed and analyzed regularly the reputation in the different social media platforms.
- Delivered on a monthly basis a social media report that includes the key KPIs of each platform.

Marketing Specialist – August 2015 to September 2016

Nitya Advertising Agency - Riyadh, Saudi Arabia

- Managed the relationship with a set of clients and met with them on a regular basis in order to devise and update the marketing plans effectively.
- Supervised the company's advertising campaign while working in a cross-functional team.
- Managed the company's direct marketing initiatives while coordinating the marketing plans with the client's demands.

Education

Bachelor of Science: Business Administration, Major in Marketing Management
Philippine Women's University - Manila, Philippines

Personal Details

Date of Birth: October 20, 1994

Marital Status: Single

Health Condition: Excellent.

Nationality: Syrian

LinkedIn: [linkedin.com/in/youssef-mohi-eddin-366b92183](https://www.linkedin.com/in/youssef-mohi-eddin-366b92183)

Languages

- **Arabic:** Native
- **English:** Fluent

Reference

Name: Mohammed AL Twijiry

Position: Marketing Manager

Company: Development Works Company

Number: 0556161619