

# Sarah Zain

Social Media Expert with a master's degree, seeking for opportunity to work in a marketing department for an organization that concentrate on marketing and digital marketing where I can use my skills and capabilities to take the organization to the next level with teamwork and by being compassionate

## EXPERIENCE

### **Social Consultant - Senior Account Executive — The Social Clinic** July 2019- March 2021

- Creating social Media strategy and plans for clients such as Savola Group, IKEA SAUDI ARABIA, IKEA Bahrain, IKEA PEOPLE SAUDI ARABIA & Bahrain.
- Content and copywriting creation for social media accounts, websites and online campaigns which is inspiring enough to attract customers and reflects the brand as well.
- Measuring campaigns results and working closely with community managers on day to day social media updates.
- Creating performance reports for clients and providing recommendations and periodic statements to keep them abreast of changes in trends and keeping an eye on the competitors.
- Maintaining a productive relationship with clients through answering concerns and providing solutions at a satisfactory resolution.
- Working closely with the sales team in pitching new clients and maintaining current ones.

### **Freelance Digital Marketing Executive — Stallions United** MARCH 2019- JUNE 2019

- Establishing social media accounts for three different brands in all platforms.
- Creating social media strategy and building Brand awareness for all social media platforms.
- Managing and measuring social media in addition to performance tracking.
- Creating creative content and copy writing .
- Working with Art direction for food-photography.

### **Part-Time Social Media and Sales Lead—SERVICENOW- UNIKOMM** AUGUST 2018

- Create social content for LinkedIn and Twitter platforms.
- Translating English Articles to Arabic.
- Measuring and tracking performance.
- Managing segmentation “Targeted Customers”.



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[sarazain](#)

## PERSONAL INFORMATION

Date of birth: 5 December 1991

Nationality: Yemeni- **Married to Saudi Citizen**

## TARGET JOB

Job: Marketing Department.

Target job location:  
Eastern, Saudi Arabia

Employment status: Full Time

## LANGUAGES

Arabic (Native Language).

English (Full Professional Proficiency).

## EDUCATION

MBA- UCSI University- Malaysia.

BA -Entrepreneurship -Effat University- Saudi Arabia

**Digital Marketing Executive —DOKKANAFKAR.COM**  
JULY 2016- MARCH 2017

- Managing and creating SMS and Email campaigns with setting targets and writing effective and professional content.
- Handling multiple social med Instagram, Twitter, FB, and YouTube with monitering digital media budget.
- Assist in SEM/ SEO/ROI.

**Marketing Intern—AL-NAHDA Company**

JULY 2015- SEPTEMBER 2015

- Marketing coordinator.
- Assist Developing & Building multi (Private Label).
- Assist Conducting Research.
- Assist Managing Exclusive Import.

**EDUCATION**

UCSI University, **MBA**  
Malaysia

SEPTEMBER 2017 - AUGEST 2018

Major in Masters in Business Administration  
CGPA: 3.44 Second honor

EFFAT University, **Entrepreneurship**  
Saudi Arabia

2012 - 05- 2016

Major: Entrepreneurship  
Minor: Marketing  
GPA: 3.26/4 Second honor

FUTURE Centre, **Fashion Diploma**  
Saudi Arabia

2010-2011

GPA: 90%

**CERTIFICATION & PARTICIPATION**

The Strategy Of Content Marketing—Coursera—2019

Social Media & Content Marketing — Udemy—2019

Digital Marketing—Coursera—2018

**SKILLS & ABILITIES**

Creative Content writer.

Leadership Skills

Communication.

Creative Thinker.

Proficiency in MS Office.