

YOUMNA ARAFA

EDUCATION

Arab Academy for Science, Technology, and Maritime Transport **2020 - 2023**
M.B.A Business Administration with a major in Marketing (GPA: 3.48)

Arab Academy for Science, Technology, and Maritime Transport **2016 - 2020**
Bachelor of Business Administration with a major in Marketing

Graduation Project: Grace (Grade: A+)

- A superior fully automated hair styling machine that eliminates human errors and long wait times at beauty salons.

EXPERIENCE

Senior Digital Marketing

At New World Group (Full-Time)

Aug 2023 – Present

- Develop marketing strategies that align with the organization's business goals.
- implement and monitor the company's comprehensive social media strategies to boost our marketing campaigns.
- Manage and implement all social media campaigns including content creation, scheduling posts, and observing performance
- Maintain a social media content calendar to ensure timely and consistent posting across various platforms
- Stay up-to-date on the latest social media trends and technologies to create innovative strategies to maximize the impact of our social media efforts.
- Develop reports that analyze the overall performance of the marketing campaigns and our social media platforms to highlight the key trends and areas of improvement.
- Conduct regular competitor analysis to be aware of the industry trends and adjust our marketing strategies accordingly.
- Create long-term and short-term innovative plans to foster customer engagement and provide valuable feedback for ongoing improvements.
- Monitor social media metrics to identify opportunities for content creation and elevate the brand presence.
- Responsible for offline marketing campaigns to increase brand awareness and meet ROI target

Search Engine Evaluator

At Telus International (Freelancing)

Nov 2022 – Present

- Analyze a variety of web search engines including Google, Bing, and Yahoo
- Create qualitative data and measurements to determine the relevance of the results
- Determine the relevance, quality, and usefulness of search engine results
- Use qualitative data to provide recommendations on optimizing search engine results
- Present evaluation findings to the department along with recommendations and solutions
- Multitask on multiple evaluation projects

Social Media Manager

At Brush Advertising (Full-Time)

Jan 2023 – Aug 2023

- Design and implement social media strategy to align with business goals
- Perform research on current benchmark trends and audience preferences
- Set specific objectives and report on ROI
- Generate, edit, publish, and share engaging content daily
- Monitor SEO and web traffic metrics
- Communicate with followers, respond to queries in a timely manner, and monitor customer reviews
- Oversee social media account design
- Suggest and implement new features to develop brand awareness, like promotions and competitions
- Stay up-to-date with current technologies and trends in social media, design tools, and applications
- Overseeing a company's interactions with the public by implementing social media platforms' content strategies

Marketing Officer**At Silver Shopping (Freelancing)****Feb 2023 – Mar 2023**

- Verify that the marketing department is ready to complete responsibilities as required.
- Designs and graphics: Evaluate marketing visuals before posting them on a business page.
- E-marketing: developing marketing strategies, promoting the business online in response to queries, and advertising new offers electronically through channels.
- Adjust monitoring: In order to prevent a decline in the rating of the pages, assess the channels and the team in charge of customer service, change marketing control, and adjust monitoring.
- Website: evaluating the website, performing SEO, marketing it, attempting to expand reach, launching campaigns Interacting with customers, and dealing with customers' inquiries.

Social Media Marketing**At The NOT.BOOK (Part-Time)****March 2022 – Sep 2022**

- Interacting with customers and dealing with customers' inquiries.
- Developing new social media strategies and campaigns.
- Managing a budget for promoting social media posts and pay-per-click (PPC) advertising.
- Keeping track of data and analyzing the performance of social media campaigns.

Digital Marketing**At Ypsilon.dev (Freelancing)****April 2022 – June 2022**

- SEO using Rank-math and SEMrush
- Social Media Marketing
- Paid Campaigns with Google Ads
- Content Creation
- Analyze Campaigns Analytics

Digital Marketing**At The GAO Tek. (Internship)****Jan. 2022 – April 2022**

- Develop optimization strategies that increase the company's website search engine results from rankings
- Tests collects and analyzes data and results, identifies trends and insights in order to achieve maximum ROI
- Responded to all customer inquiries in a timely manner
- Created a list of potential customers

Account Manager**At Filtareeq (Full-Time)****Oct. 2020 – April 2021**

- Handles new and old accounts (follow-up, management, and closing deals)
- Supports functions related to delivering information between different scopes of business (i.e. development and marketing)
- Aids in initiating new contracts with new or prospective clients' job requirements
- Receive inbound chats, calls, and emails for prospective customers.
- Handles customer inquiries in a courteous and professional manner.
- Provide technical software support and nontechnical responsive and competent telephone support.
- Ensure that all customer issues are resolved immediately, and refer or escalate to senior staff as a secondary solution to maintain customer satisfaction.

Summer International Workshop in Marketing and Public Relations**July 2019 - Aug 2019****At California Polytechnic State University-San Luis Obispo**

- Gained an understanding of the marketing process and Introduction to the discipline's functional areas, including staffing, compensation, employee development, and labor relations.

The Quest**At Unilever Mashreq****Feb 2017**

- Developed the brand vision in the local market, managed the integrated brand experience across channels, built relationships and business plans, and negotiated promotional activities.

Digital Advertising by Hub-spot	Aug. 2023
Social Media Marketing Crash Course by SEMrush	Jun. 2023
Advanced User Experience Design by Udacity	Mar. 2023
Competitive Analysis and Keyword Research	May. 2022
Introduction to Social Media Marketing by Coursera	Feb. 2022
Project Management Foundation by Linked-in	Jan. 2022
Digital Marketing professional by Udacity	Dec. 2021
Digital Marketing Challenger Track by Udacity	Sep. 2021
Google Analytics for Power Users by Google	Sep. 2021
Advanced Google Analytics by Google	Jun. 2021
Digital Advertising - Managing Paid Campaigns by Edraak	Mar. 2021
Marketing for Startups by Edraak.	Mar. 2021
Introduction to Social Media Marketing	Feb. 2021
Mind-shift By Coursera	Dec. 2020
Google Analytics for Beginners by Google	Oct. 2020
SEO Fundamentals by SEMrush	Oct. 2020
How to start and manage a successful business by Edraak	Jul. 2020
Contextual Marketing Certification Course by Hub-spot	Jul. 2020
Fundamentals of Digital Marketing by Google Digital Garage	Jun. 2020
New Models of Business in Society by the University of Virginia	Jun. 2020

SKILLS

LANGUAGES

- Arabic – Native language
- English – Excellent
- German – Good

COMPUTER

- **Microsoft Office**
- **Windows OS/Mac OS**
- **Business Suit**
- **WordPress**
- **Photoshop**
- **Illustrator**
- **Canva**
- Hubspot
- Google Ads
- Meta Ads
- Chat GPT
- Social Media Advertising.