

Jeddah, Saudi Arabia

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Objective

Creative Content Marketing Specialist with 4+ years of experience in developing and executing content strategies across multiple digital platforms. Skilled in SEO content writing, social media management, and email marketing. Proven ability to create high-quality content that increases brand awareness, drives engagement, and boosts conversions.

Key Skills

- SEO Content Writing & Optimization
- Content Strategy Development
- Social Media Management
- Email Marketing Campaigns
- Google Analytics & SEMrush
- Copywriting & Editing
- Creative Campaign Development
- Cross-functional Team Collaboration

Full Name

Content Marketing Specialist

Experience

Content Marketing Specialist
Digital Solutions Company – Riyadh, Saudi Arabia
2020 – Present

- Developed a content strategy that increased organic traffic by 90% within 8 months.
- Wrote and optimized blog posts that ranked on the first page of Google for competitive keywords.
- Created targeted email campaigns, improving open rates by 35%.

Content Writer
Marketing Agency – Jeddah, Saudi Arabia
2018 – 2020

- Produced engaging social media content that boosted audience interaction by 60%.
- Wrote ad copies that significantly increased click-through rates in paid campaigns.
- Collaborated with designers and ad managers to deliver integrated marketing campaigns.

Education

Bachelor's Degree in Media Studies – King Abdulaziz University – 2017

Certifications

- HubSpot Content Marketing Certification
- Advanced SEO Course – Coursera
- Email Marketing Certification – Udemy

Languages

- **Arabic:** Native
- **English:** Advanced

References

Available upon request.