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Dubai, UAE

EDUCATION

GOOGLE DIGITAL ACADEMY
Google Ads Search Certificate
July 2024

**LONDON INTERNATIONAL
STUDIES & RESEARCH CENTER**
Digital Marketing
May - July 2024

UNIVERSITY OF WOLLONGONG
Master's in Media and Communication
2013-2015

AMERICAN UNIVERSITY OF SHJ
Bachelor's in Finance and Accounting
2008 - 2012

RAWAN ALSHALALDEH

Google Certified Social Media Expert

ABOUT ME

Strategic Digital Marketing Leader with 9+ years of experience in driving transformative social media campaigns and delivering innovative solutions that propel brand growth. Google-certified, with expertise in managing high-impact projects, leading creative teams, and leveraging data-driven insights to achieve measurable success. Fluent in English and Arabic, I bring a dynamic and client-focused approach to every challenge, consistently exceeding expectations and driving results.

WORK EXPERIENCE

October 2019 - January 2024
NNC

Head of Social Media

- **Strategic Leadership:** Spearheaded the development and execution of digital marketing strategies that drove brand growth and audience engagement, directly aligning with client business objectives.
- **360° Campaigns:** Led the creation and implementation of integrated campaigns, blending social media, influencer partnerships, sponsorships, and event strategies to maximize impact.
- **Team Empowerment:** Managed and mentored a high-performing social media team, fostering a culture of innovation and collaboration, while consistently delivering top-tier results.
- **Data-Driven Decisions:** Utilized analytics to monitor performance, optimize strategies in real-time, and achieve key metrics such as ROI and customer acquisition.
- **Client Relations:** Built and maintained strong client relationships, identifying upsell opportunities and ensuring the delivery of tailored solutions that exceeded expectations.
- **Budget Management:** Managed substantial budgets for social media campaigns, optimizing spend to deliver maximum ROI while maintaining financial accountability.
- **Stakeholder Collaboration:** Collaborated with senior stakeholders to align social media efforts with overarching business goals, ensuring cohesive and strategic execution.
- **Talent Development:** Identified and nurtured talent within the social media team, creating development plans that enhanced skills and prepared team members for leadership roles.
- **Crisis Management:** Developed and implemented crisis communication plans that effectively mitigated risks and preserved brand reputation during challenging situations.
- **Innovation & Technology:** Pioneered the use of emerging technologies such as AI-driven analytics and AR in social media campaigns, setting new benchmarks for digital engagement.



SKILLS

- Digital Marketing
- Social Media Management
- Social Media Management Tools
- Digital Strategy Development
- Client Relationship Management
- Reporting & Analysis
- Team Leadership & Training
- Proposal & Pitch Development
- Budget Management
- Content Creation
- SEO & Performance Analysis
- Events & 360 Campaigns
- Paid Ads Optimization
- Email Marketing
- Google Analytics

October 2018 - October 2019

NNC

Social Media Director

- Client Account Management: Led the social media strategy for high-profile clients, ensuring their unique brand voice and messaging were consistently represented across all platforms.
- Campaign Orchestration: Successfully managed and executed large-scale social media campaigns, coordinating with creative, design, and production teams to ensure timely and high-quality delivery.
- Content Strategy Development: Crafted and implemented targeted content strategies that drove engagement and growth, tailored to audience personas and market trends.
- Performance Tracking: Established metrics for measuring campaign success, utilizing tools like Google Analytics and social media insights to monitor and optimize performance.
- Community Engagement: Supervised community management efforts, ensuring timely responses and fostering a positive and engaged online community around client brands.
- Trend Forecasting: Conducted in-depth research on emerging social media trends and industry developments, proactively adjusting strategies to keep clients ahead of the curve.
- Event-Based Social Media Coordination: Managed social media coverage for live events, ensuring real-time engagement and maximizing online visibility during key moments.
- Influencer Relationship Management: Built and maintained relationships with influencers, coordinating collaborations that aligned with client goals and expanded brand reach.
- Social Media Audits: Conducted regular audits of client social media accounts, identifying opportunities for improvement and providing actionable recommendations to enhance performance.

January 2018 - October 2018

NNC

Senior Social Media Account Manager

- Day-to-Day Account Management: Managed the daily operations of social media accounts, including scheduling, posting, and real-time community management, ensuring consistent engagement and interaction with audiences.
- Client Communication: Acted as the primary point of contact for clients, managing expectations, providing updates, and ensuring satisfaction with ongoing social media efforts.
- Content Creation Oversight: Supervised the development of content, collaborating with copywriters, designers, and videographers to produce engaging posts that aligned with client objectives.
- Social Media Campaign Execution: Executed social media campaigns from start to finish, including planning, content creation, scheduling, and post-campaign analysis to measure success and ROI.
- Performance Monitoring & Reporting: Regularly monitored social media metrics using tools like Hootsuite, Sprout Social, and Google Analytics, providing detailed reports to clients and internal teams.
- Community Building: Fostered and grew online communities by engaging with followers, responding to comments, and initiating conversations that align with client goals.
- Campaign Budget Management: Assisted in managing budgets for paid social media campaigns, ensuring cost-effective use of resources while maximizing campaign impact.
- Event Management and Coverage: Managed all aspects of event-related social media activities from planning to execution, including live event coverage, post-event content creation, and audience engagement, ensuring enhanced visibility and maximum impact for client events.
- Analytics Reporting: Generated regular analytics reports with actionable insights and recommendations, helping clients understand campaign performance and strategic impact.



CERTIFICATIONS

- Google Ads Search Certificate| 2024
- Digital Marketing Certificate| 2024
- Social CRM| 2024
- Branding Foundation| 2024
- TV Journalism Certificate| 2016
- Media & Public Relations Certificate| 2015
- Business Administration Certificate| 2012

LANGUAGES

- Arabic - Native
- English - Fluent

January 2016- December 2017

AlSayegh Media

Social Media Specialist

- Content Creation: Wrote and curated engaging and brand-aligned content for various social media platforms, including text, images, and videos, to enhance audience interaction and brand presence.
- Ad Management: Created, managed, and optimized social media advertising campaigns, utilizing targeting strategies to boost reach, engagement, and conversions.
- Social Media Account Management: Oversaw the day-to-day management of social media accounts, including scheduling posts, responding to follower inquiries, and maintaining a consistent brand voice.
- Reporting & Analysis: Developed and presented detailed quarterly, monthly, and weekly reports on social media performance, including key metrics, campaign effectiveness, and actionable insights.
- Proposal Preparation: Prepared comprehensive proposals for new and existing clients, including market research, strategy recommendations, and performance benchmarks to support business development.
- Event Support & Coverage: Assisted in planning and executing social media strategies for events, including live updates, post-event content, and engagement activities to maximize event impact.
- Content Scheduling: Managed content calendars to ensure timely and organized posting, aligning with overall marketing campaigns and seasonal promotions.
- Performance Tracking: Used analytics tools to track and evaluate the performance of social media campaigns and content, making data-driven recommendations for improvements.
- Community Management: Engaged with social media communities by responding to comments, messages, and interactions, fostering positive relationships and enhancing brand loyalty.

July 2014 - December 2015

ONEm Communication

Account Manager

- Market Research & Analysis: Conducted in-depth market research and analysis for the telecommunications industry, identifying key trends, opportunities, and competitive landscape to inform strategic recommendations.
- Project Coordination: Managed multiple client accounts and projects simultaneously, coordinating with internal teams to ensure timely delivery of high-quality work that met or exceeded client expectations.
- Proposal Development: Prepared detailed proposals and presentations for new business opportunities, including market insights, strategic recommendations, and tailored solutions to address client needs.
- Event Management: Planned and executed client events, including coordination of logistics, communication, and on-site management to ensure successful outcomes and client satisfaction.
- Team Leadership: Supervised and trained team members, providing guidance and feedback to ensure high performance and effective collaboration on client projects.
- Client Strategy Development: Collaborated with clients to develop and implement strategic plans, aligning marketing and communication strategies with business objectives.
- Budget Management: Oversaw budget allocation and management for client projects, ensuring efficient use of resources and adherence to financial constraints.