

YAMEN AL BAWAB

Digital Marketing Specialist and A Content Writer



CONTACT

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EDUCATION

Civil Engineering Bachelor's Degree
Al Baath University, Syria 2023

SOFTWARE

Adobe Photoshop ●●●●●●
Adobe Illustrator ●●●●●●
Adobe Premiere Pro ●●●●●●
Microsoft Office ●●●●●●
Content Mangement System (CMS)

LANGUAGES

Arabic: Native
English: Advanced

COURSES

Social Media Management 2017
Project Management 2019
Copywriting / SEO Training 2022

SKILLS

Risk Management
Problem-Solving Abilities
Creative Thinking
Leadership Experience

*All references are available upon request.

PROFILE

A digital marketing specialist and content writer with four years of experience and a proven track record. I curated and managed content for websites and apps, focusing on deals and promotions. I ensured quality control, corrected content, and reorganized layouts monthly to optimize performance.

EXPERIENCE

Content Writer & Website Coordinator (February 2024- July 2024)
ME Digital Group- Dubai, UAE

Key Responsibilities:

- Used CMS systems to create, edit, and publish website and app content, focusing on deals and promotions.
- Reorganized website layouts based on performance data and seasonal trends on a monthly basis.
- Conducted in-depth keyword research using Google Keyword Planner and other SEO tools to identify high-ranking keywords and optimize web content..

Digital Marketing Specialist (August 2023- January 2024)
Qrar Properties Company- Dubai, UAE

Key Responsibilities:

- Devised and executed digital marketing strategies to drive lead generation through social media platforms, including META ads (Facebook, Instagram) and Snapchat.
- Conducted in-depth market research to identify target audiences and refine ad targeting for maximum reach and engagement.
- Planned, shot, and edited professional-quality videos and photos to showcase real estate properties, emphasizing key selling points.
- Created visually appealing graphics and design elements for various marketing collateral, ensuring a consistent and attractive brand identity.
- Utilized expertise in video editing software (e.g., Adobe Premiere Pro), graphic design tools (e.g., Adobe Creative Suite), and content creation apps.

Social Media Specialist (February 2020 - September 2022)
Dmarketing Lines Company- Homs, Syria

Key Responsibilities:

- Managed social media accounts for various companies (restaurants, beauty clinics, stores, etc.) in multiple countries, including Syria, Iraq, the UAE, and Canada.
- Created engaging and shareable content tailored to different audiences and regions in both English and Arabic.
- Collaborated with cross-functional teams to align social media activities with broader marketing goals.