

AMIRA MANSOUR

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ABOUT ME

Creative and results-driven professional with 4-YEARS of experience in social media Management, I thrive in fast-paced environments where I can leverage my expertise to deliver impactful results. Innovative in the field of social media with a diverse skill set and a proven track record of achievements.

EXPERIENCE

SOCIAL MEDIA MANAGER – RAW FRAME MEDIA AGENCY

- Developed and executed comprehensive social media strategies to enhance brand visibility and engagement across various platforms.
- Managed multiple social media accounts, including content creation, scheduling, and community management.
- Analyzed social media metrics and insights to optimize content performance and drive audience growth.
- Collaborated with internal teams and clients to align social media efforts with overall marketing objectives and campaigns.
- Stayed abreast of industry trends and emerging platforms to recommend innovative strategies and tactics.

SOCIAL MEDIA MANAGER– OMNIYAT GROUP

- Performance-driven marketing executive with experience driving results for clients across multiple industries in the Middle East.
- Analyzing and reporting
- Performing research on current benchmark trends and audience preferences
- Oversee social media accounts' design (mood board, layout, ...)
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Create, edit and source visual content for Instagram and TikTok (videos, photos, reels, GIFs...etc.).

SOCIAL MEDIA EXECUTIVE -, QUICK ARROW (E-COMMERCE)

- Stay up-to-date with current technologies and trends in social media, design tools and applications
- Designed website layouts, templates and unique branded looks.
- Researched trends and projected industry changes to capitalize on emerging opportunities.
- Registering products and generating the sales performance of various e-commerce platforms viz. Amazon, Noon, Carrefour and Sharafdg etc.
- Providing insights on customer shopping trends
- Create, edit and source visual content for Instagram and TikTok (videos, photos, reels, GIFs...etc.).
- Social media posts design
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews

SOCIAL MEDIA EXECUTIVE , AMAL (E-COMMERCE)

- Create, edit and source visual content for Instagram and TikTok (videos, photos, reels, GIFs...etc.).
- Social media posts design
- Communicate with followers, respond to queries in a timely manner and monitor customer reviews
- Providing insights on customer shopping trends
- Designed website layouts, templates and unique branded looks.
- Performance-driven marketing executive with experience driving results for clients across multiple industries in the Middle East.

EDUCATION

04-05-2016

HIGHT SCHOOL, ALHLIYA PRIVATE SCHOOL

11-11-2020

BACHELOR IN GRAPHIC DESIGN, AJMAN UNIVIRSIITY

SKILLS

- Leadership experience
- Problem-solving abilities
- Computer proficiency
- Self-management skills
- Teamwork skills.

LANGUAGES

ARABIC / ENGLISH