

SOLAF ALSHAHRANI

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Summary

Holder of a Bachelor degree in E-Commerce and a Diploma in Marketing, combining strong marketing insight with technical e-commerce skills. Specializes in digital marketing, SEO, and building online stores using Salla. Experienced in creating targeted content, managing social media accounts, and enhancing brand visuals to deliver a cohesive and engaging digital experience.

Experience

AANI&DANI, Riyadh

Marketing specialist, Feb/2025- Present

2 brands Aani&dani and CAYK, Plan and publish content to drive engagement and sales while ensuring consistent brand visuals. Manage customer feedback and develop trend-driven creative strategies to enhance the overall experience.

- **Content & Branding**
Plan and publish content to boost engagement and sales, while leading visual production to ensure consistent brand identity across platforms.
- **Customer Experience & Interaction**
Manage customer feedback, enhance the customer journey, and develop creative strategies aligned with trends to deliver a seamless and engaging experience.
- **Preparing Reports**
Developing monthly and quarterly reports to evaluate campaign effectiveness and track progress toward objectives.

Gasable, Riyadh

Marketing specialist, July/2024-Jan/2025

Developing advertising campaigns, writing social media content, targeting audiences, and increasing in-app order rates.

- **Order boost campaign**
Generated average 5000+ order weekly through targeted in-app notifications
- **Customer Experience optimization**
Reduced decision-making time from 15 min - 2.5 min.

Education

Bachelor degree **in E-commerce**, Administrative and Financial Sciences College SAUDI ELECTRONIC UNIVERSITY, Riyadh, Saudi Arabia (2020-2024)

Diploma, Administrative Sciences (**Marketing Track**), PRINCESS NORA BINT ABDULRAHMAN UNIVERSITY., Riyadh, Saudi Arabia (2017-2019)

Courses

Digital Marketing-global academy for training and development (2025)

Build Salla store (2025)

Designing and Optimizing Online Stores on the Salla Platform (2025)

Arabic / native

English / Intermediate (spoken and written)