

Sara Aljwirah

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Summary

A results-driven marketing officer with 2+ years of experience in digital marketing and social media management. Skilled in strategic planning, campaign development, and workflow optimization with a strong track record in transforming marketing ideas into structured plans that align with business goals and accelerate growth. passionate about building sustainable systems that scale with the brand.

Core Competencies

- Project Coordination
- Content Creation
- Strategy Development
- Campaign Execution
- Strategic Planning
- Creative Thinking
- Workflow Optimization
- Multitasking

Experience

Social Media Coordinator | Ministry of Health (Freelance) | June 2024 - October 2024

- Managed and organized social media content in alignment with the weekly content calendar.
- Managed and scheduled daily posts across multiple social media platforms.
- Reviewed and edited content to ensure quality and adherence to consistent standards.
- Followed up on the execution of the weekly content calendar to ensure timely content posting.

Digital Marketing Intern | It's Water | June 2024 - September 2024

- Developed and executed marketing campaigns.
- Innovated in developing creative marketing campaigns.
- Managed and executed influencer marketing strategies to enhance brand awareness and engagement on social media platforms.
- Managed and executed digital content strategies across various platforms and paid campaigns.

Freelance Content Creator | Local Spa Business | April 2024 - October 2024

- Rebranded social media accounts.
- Collaborated with designers to create engaging multimedia content and analyzed trends to direct content strategies.
- Conducted research on market trends and competitors to optimize marketing strategies.
- Coordinated photography sessions.

Marketing Intern | Boost Digital Marketing | March 2023 - June 2023

- Developed and executed social media campaigns to increase engagement.
- Wrote engaging social media content in alignment with the brand's strategy.
- Supported the marketing team in producing and editing video ads for various digital platforms.
- Analyzed campaign performance and provided recommendations to improve future strategies.

Education

- **Bachelor's Degree - Business Administration** | Saudi Electronic University | Ongoing
- **Higher Diploma in Digital Marketing & E-commerce** | Imam Abdulrahman bin Faisal University | Graduation: 2024
- **GPA:** 4.19 / 5.

Courses and Certifications

- **Professional Media Certificate** | General Commission for Audiovisual Media | Issued: November 2024, Expiry: November 2027
- **Content Marketing** | HubSpot Academy | November 2023
- **The Ultimate Copywriting** | Udemy | August 2023

Languages

- **Arabic:** Native Proficiency
- **English:** Proficient