

ASHWAG AL-OTAIBI

BUSINESS ADMINISTRATION STUDENT - DIGITAL MARKETING
AND E-COMMERCE

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Work objective

Seeking a challenging role as a Digital Marketing Specialist to leverage my passion for digital marketing and apply my skills gained from internships at kinona Agency and lines Agency . Eager to contribute to a dynamic team and drive business growth through innovative marketing strategies.

Education

IAU university

Diploma Digital Marketing and e-commerce

2019-2025

Experince

Graphic designer 2020 was the starting point to this day already. I have designed many things such as

- visual identity.
- social media posts.
- business card.
- stickers .

co-op trainee at

• **kinona Agency | 3-09-2024 , 7-11-2024**

- Managed photoshoots from start to finish.
- Created engaging visual content for [platform].
- Edited video footage to produce high-quality final products.
- Wrote compelling marketing copy to promote [product/service].
- Developed scripts for video content while also handling shooting and editing.

• **lines Agency | 23-06-2024 , 29 -08-2024**

- Developing comprehensive marketing strategies, including market research, goal setting, and channel selection.
- Building strong client relationships through effective sales and negotiation skills.
- Creating engaging content, such as social media posts, blog articles, and video content.
- Compiled weekly/monthly sales reports, including data analysis
- Customer strategy analysis

SKILLS

Learn things quickly . Translator . Graphic Design : Photoshop, illustrator ,canva . Microsoft : Excel , Power Point , Word

Google Analytics . SEO . Professional photography: video, photo . Edit videos .

LANGUAGES

Arabic - basic Languages English - sub Langues

My portfolio

