

AREEJ ALHULAYYIL

Public Relations – Marketing Specialist

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PROFESSIONAL SUMMARY

Recent graduate in Strategic Communication with strong foundation in social media management, content creation, and SEO basics through internships and training programs. Eager to start a career as a Public Relations or Digital Marketing Specialist, with high willingness to learn, adapt, and contribute to enhancing brand communication and engagement.

EDUCATION

Bachelor's Degree: Strategic Communication, King Faisal University 02/2020 – 06/2024
Graduated with First Class Honors
(GPA: 4.80 out of 5.00) .

EXPERIENCE

Marketing Specialist, Marketing Department – Local Business 04/2025 – 09/2025

- Managed and optimized social media campaigns using Meta Business Suite, achieving a 35% increase in engagement within the first 3 months.
- Created and analyzed content performance using Google Analytics and SEO tools, improving organic reach and ranking in top 3 results for targeted keywords.
- Developed KPI reports and insights that helped improve campaign ROI and guided future content strategy.

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Al-Fateh Club, Trained in the Executive Management Department 02/2024 – 05/2024

- Handled HR tasks (payroll, data entry, employee records) using Excel & SAP, while supporting workflow documentation and administrative coordination.
- Strengthened skills in data organization, communication, and teamwork, contributing to smoother departmental operations.

Creative Media Writing and Press Reporting - Specialized Course

Digital Content Creation for Social Media – Training Program, 07/2024 – 08/2024
King Faisal university

Digital Marketing: SEO, Analytics, and Online Presence - Edrak 02/2025 – 05/2025

SKILLS

Digital Marketing & Social Media Management., SEO & Google Analytics (Basics), Content Creation (Canva, Copywriting), Microsoft Office (Word, Excel, PowerPoint)., Event Planning & Public Relations, Communication & Customer Service

LANGUAGES

English — Native (STEP Test). • **Arabic** — Native