

KHADIJAH BOKHARY

Digital Marketing Manager

Contact

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Jeddah, Saudi Arabia

Saudi

Personal summary

Online Marketer, Social Media Manager & Digital Marketing Strategist successfully implementing online marketing campaigns across multiple platforms.

Extremely motivated to constantly develop my skills and grow professional.

work experiences

July/2019 To Present

- Roots

Building marketing plans from scratch, developing marketing strategies and tactics based on the business model including digital marketing and media buying.

Digital Marketing & Social media & PR Manager

Aug/2016 To Present

— Alghuthmi Group

- Manage communications and creative graphic design agencies for concept development and artwork.
- Developing and leading the digital & social media platforms for regional B2B and B2C campaigns including concepts, activities, strategies, and KPI's
- I trained interns to work in our digital department from King Abdul Aziz University's marketing and communications departments.
- Responsible for organizing and running the event marketing for ongoing multi-city expositions and trade shows.
- Create manage and curate all published content (images, video and written copy) .
- Identify and improve organizational developmental aspects that would improve content
- Design and manage promotions and Social ad campaigns
- Develop and implement strategies for new media and digital marketing teams
- Coordinate online marketing campaigns on all social and digital media platforms
- Manage multiple projects and supervise collaboration between departments in order to drive positive business growth.
- Lead website development and oversee all customer-facing digital communication channels
- Track growth and maintain analytics reports to provide up-to-date information to upper management.

Skills

Digital marketing strategy

Web analytics

Social Media manager

Copywriting

Video production

Lead generation

Project management

Layout design

Photo editing

Market research

Customer Engagement

Content creation

E-mail Marketing

Facebook Ads Twitter

Ads Snapchat Ads

Instagram Ads

Training courses

Online Marketing Strategies

DIGITAL MARKETING

ESSENTIALS DIGITAL MARKETING

Facebook Ads & Facebook Marketing

Mastery Fundamentals of Digital Marketing

Writing a marketing plan

(Edx 2020)

(Growth Academy 2019)

(SAFCSF 2019)

(Coursenvy 2019)

(google 2019)

(LinkedIn)

Education

King Abdulaziz University

Bachelor of Science in Biology - Genomic & Biotechnology

GAP: 4.45 out of 5 - Second Honors Class of: 2015