

SARAH NAJAM

Digital Marketing Strategist | Operations Expert | Administrative Specialist

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LOCATION: Ras Al-Khaimah, UAE

LANGUAGES: English (Fluent), Arabic (Basic)

SUMMARY

Multifaceted professional with over 5 years of experience spanning web development, digital marketing, project management, and administrative support across international markets including the UAE, KSA, and the USA (remote). Proven ability to manage cross-functional teams, execute digital strategies, and streamline operations in both corporate and freelance environments. Strong background in HR coordination, medical insurance processing, and marketing analytics with a results-driven and adaptable approach.

EXPERIENCE

- **Administrative & Digital Marketing Specialist - Dreamcatcher Real estate, UAE** (Nov 2024 - Present)
- **Senior Medical Insurance Coordinator - ReporteQ** (Oct 2022 – Jan 2025)
- **Project Coordinator - ReporteQ** (Sep 2021 - Oct 2022)
- **HR & Admin Assistant - FAMA Technologies / Saudi Arabia** (Oct 2020 - Sep 2021)
- **Web Development & Digital Marketing - Freelancer** (2019 - 2024)

Portfolio Inspirations

<https://nomadictribe.com> – A creative storytelling website with dynamic visuals and smooth

- scrolling effects.

<https://www.simplychocolate.dk> – An interactive single-product showcase with engaging

- animations.

<https://obys.agency> – A bold portfolio website with unconventional layouts and transitions.

<https://www.freefeelgoodmusic.com> – A user-friendly music-sharing website with seamless navigation.

<https://www.life2020.com> – A simple and accessible community-focused website.

<https://heres2life.org> – A vibrant and visually engaging platform with storytelling elements.

EDUCATION

- Master's of Science in Software Engineering (Expected to complete in 2026)
- Bachelor of Science in Computer Science

CERTIFICATIONS

Digital Marketing & E-Commerce

- Marketing and Retail Analytics – Great Learning Academy, 2023
- Selling Online – HP LIFE, 2023
- Social Media Marketing – HP LIFE, 2023
- SEO (Search Engine Optimization) – Virtual University Training Program, 2023

Web Development & Technical Skills

- WordPress Beginners Guide & Site Speed Optimization – Udemy
- Build Profitable E-commerce Stores with WordPress & Woostify – Udemy
- Graphic Design – Virtual University Training Program, 2022
- HTML, CSS & JavaScript Basics – Coursera, 2022

Business & Operations

- Executive Diploma in Operations Management – Udemy
- Operations Management – Great Learning Academy, 2023
- HR Fundamentals – Udemy, 2023
- Hiring Staff – HP LIFE, 2023

SKILLS

- Product Support & Customer Success CRM Systems
- (Salesforce, NextGen) Product Knowledge Training
- Operations Management Project Coordination and
- Workflow Optimization Cross-functional Team
- Collaboration Data Analysis and Budget
- Management HR & Administration Talent
- Acquisition (Recruitment, Onboarding) Employee