

# Marketing Portfolio



BY

Mona Ganna





# ABOUT ME

Digital Marketing Specialist with almost 2 years of hands-on experience in SEO, content marketing, and performance driven social media strategies.

Proven success in launching digital brand identities, growing audience reach, and executing multi-channel campaigns.

## Experience

- Marketing project manager - Looma Tech
- Social media manager - Bridge Portage

## Education

- Bachelor's degree in Marketing
- Master's degree in competitive intelligence



# SKILLS AND CERTIFICATION

 Digital marketing

 Advanced Content and Social Tactics to Optimize SEO

 Create a Google Ads Search Campaign

 Fundamentals of digital marketing

 Optimizing a Website for Google Search



*Canva*

 Trello

 ahrefs

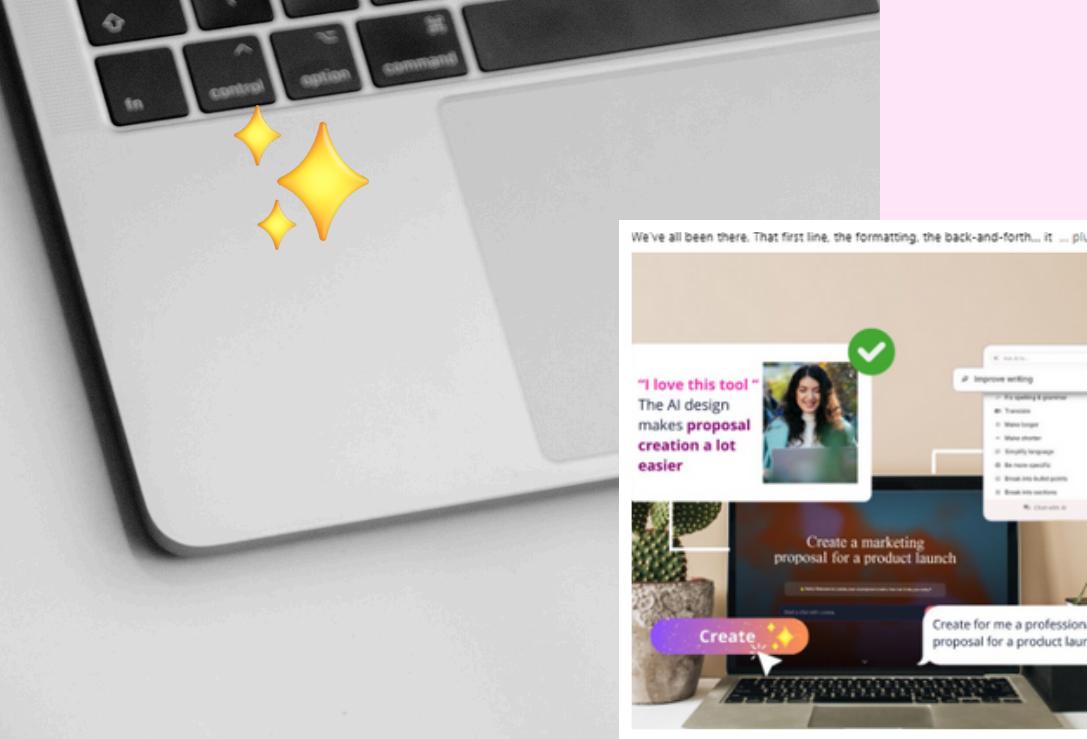
 Google Analytics

 Hootsuite

 CapCut

 Office

 slack



# MY WORK

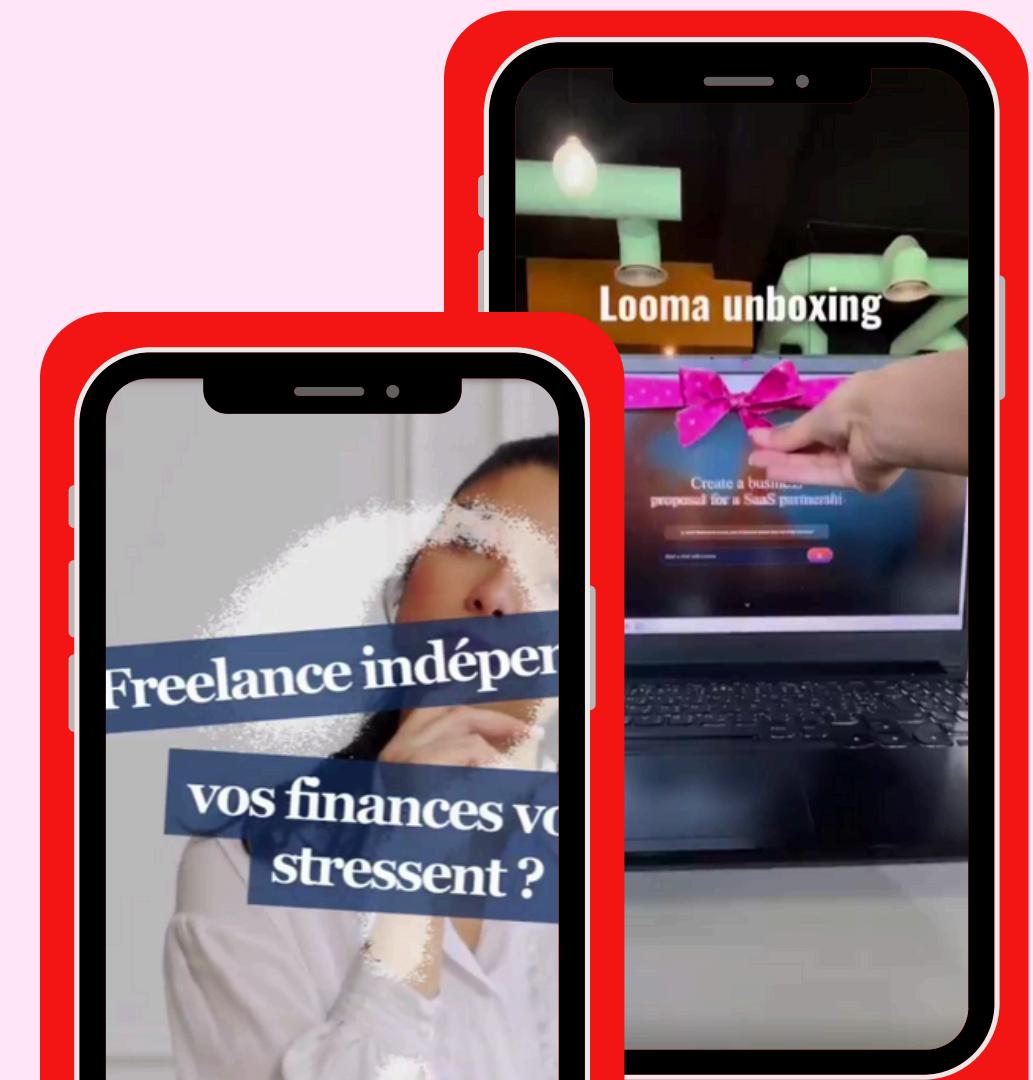
This project was for Looma Tech Solutions, a company in the tech industry aiming to grow its digital presence and strengthen its brand identity. **The goal** was to build visibility on **LinkedIn** and **Instagram** while positioning Looma as a credible, innovative player in its sector. I created and managed **the content strategy**, designed visuals, and oversaw publishing workflows to ensure a consistent and professional brand voice.

## Results

- +400 LinkedIn followers in the first month.
- Engagement rate increased by 35% compared to the brand's previous average.
- Average impressions per post grew by 50%.
- Content consistency achieved with 4-5 posts per week across LinkedIn and Instagram.

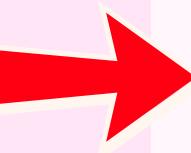


# SOCIAL MEDIA LINKS





I help brands grow their digital presence through:



*Social Media*  
**STRATEGY**

*Community*  
**MANAGEMENT**

*Content Creation*  
**& DESIGN**

*Brand*  
**STORYTELLING**

*Performance*  
*Tracking*  
**& REPORTING**

# Some feedbacks

"Working with Mouna showed me how perseverant and detail-oriented she is. She always finds a creative angle and makes sure the work is done at a high standard."



**Lamis Logtari - Social Media Manager**

"Mouna has a rare mix of creativity and discipline. She doesn't just create content, she brings ideas to life and follows through until the result is there."



**Anas Turki - Entrepreneur**

# CONTACT ME

-  Mouna.ganna@gmail.com
-  +21658321094
-  [linkedin.com/in/mouna-ganna417706217](https://linkedin.com/in/mouna-ganna417706217)

LET'S CREATE TOGETHER

