



SAMPLE PORTFOLIO MARKETING EXECUTIVE (JUNIOR)

Alfardan-Inspired Marketing Campaigns

About Me

Junior Marketing Executive with experience in digital and social media marketing.
Skilled in campaign execution, content creation, and audience research.
Experienced in managing social media platforms and supporting integrated marketing campaigns.
Interested in marketing roles within hospitality, automotive, and luxury brand environments.

Hospitality Marketing Campaign – Luxury Weekend

Stay

Campaign Objective

Increase brand awareness and drive weekend stay bookings.

Target Audience

Working professionals and leisure travelers in Qatar.

Platforms Used

Instagram, Facebook, TikTok

My Role

Campaign planning, content creation, caption writing, and social media monitoring.



Audience Research & Content Strategy

Hospitality Marketing Campaign – Luxury Weekend Stay

Audience Profile

Working professionals and couples aged 25–45, based in Qatar, seeking short luxury getaways and weekend relaxation.

Content Strategy

- Focus on luxury visuals and minimal copy
- Highlight comfort, relaxation, and exclusivity
- Maintain a consistent premium tone across platforms

Audience Insights

- Value comfort, privacy, and premium experiences
- Prefer visually appealing content
- Respond well to clear offers and calm messaging

Platform Approach

- Instagram for visual storytelling
- Facebook for reach and engagement
- TikTok for short-form luxury discovery

Content Planning & Posting Schedule

Hospitality Marketing Campaign – Luxury Weekend Stay

Day	Platform	Content	Purpose
Monday	Instagram	Feed Post (Luxury Stay)	Brand awareness
Wednesday	Instagram	Story	Engagement & reminder
Friday	Facebook	Feed Post	Reach & visibility
Saturday	Instagram	Story	Booking push

Posting Approach

Content is spaced across the week to maintain visibility while avoiding audience fatigue.

Automotive Marketing Campaign – Luxury Vehicle Launch

Campaign Objective

Increase brand awareness and generate interest for a luxury vehicle launch.

Target Audience

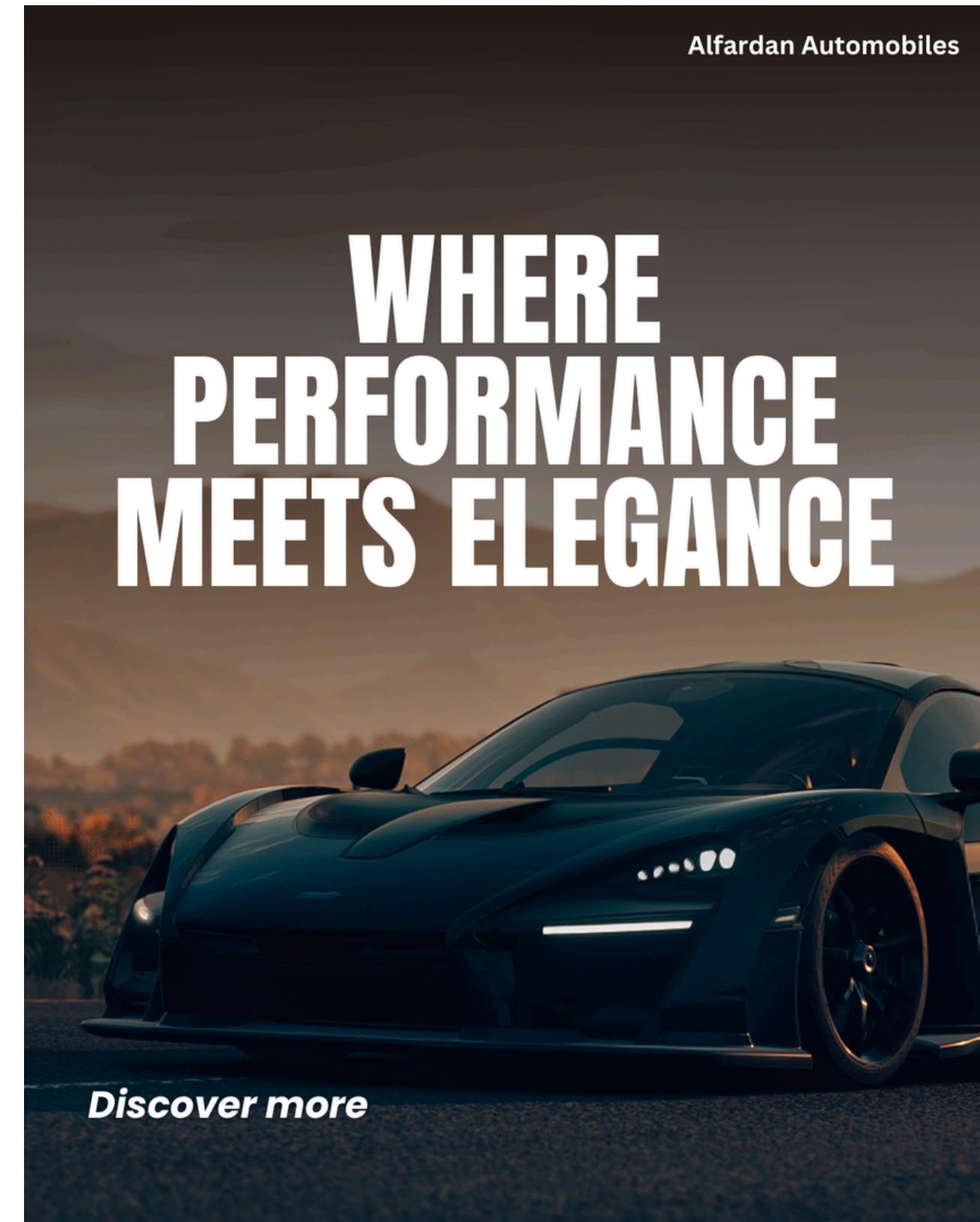
High-income professionals and car enthusiasts aged 30–50 in Qatar.

Platforms Used

Instagram, Facebook, TikTok

My Role

Campaign planning, content creation, caption writing, and social media coordination



Sample Instagram creative
Concept project created for portfolio
purposes

Expected Results & Performance Metrics

Luxury Automotive Campaign

Campaign Goals

- Build brand awareness for luxury vehicle launch
- Generate interest and engagement among high-income audience
- Drive inquiries and showroom visits

Measurement Tools

- Instagram & Facebook Insights
- TikTok Analytics
- Website traffic tracking

Key Performance Indicators (KPIs)

- Reach & impressions growth
- Engagement rate (likes, comments, shares, saves)
- Video views (Instagram Reels & TikTok)
- Profile visits & website clicks
- Lead inquiries via DM or website

 ↑ Reach

 ↑ Engagement

 ↑ Brand Interest

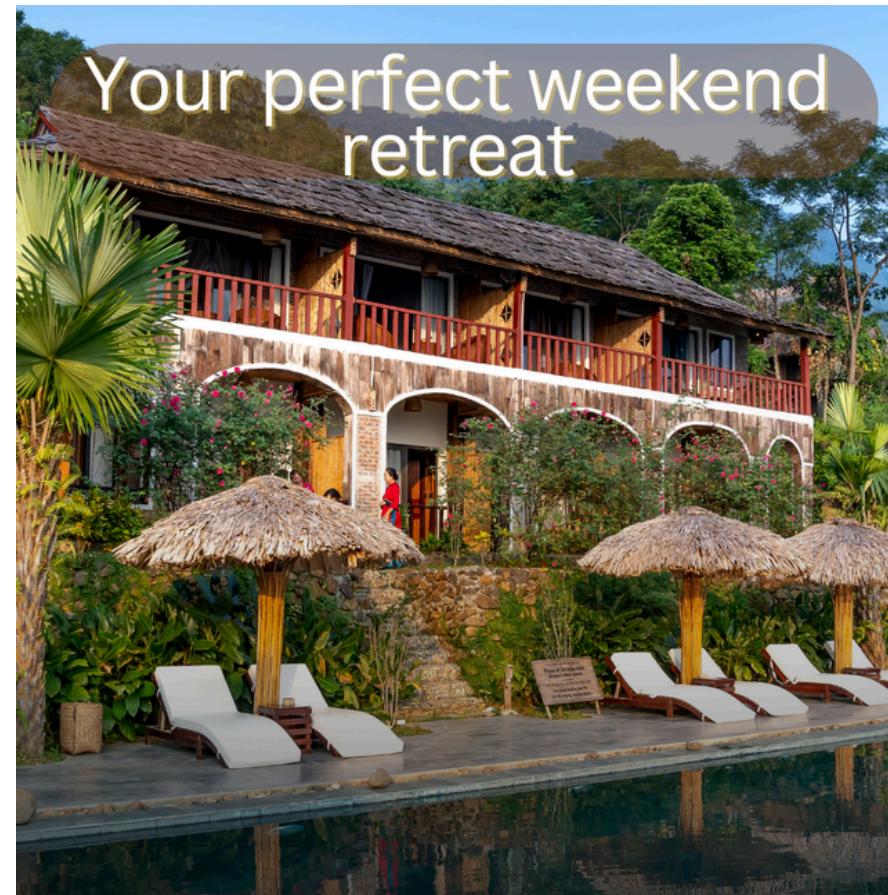
 ↑ Lead Enquiries

Content Mix Overview

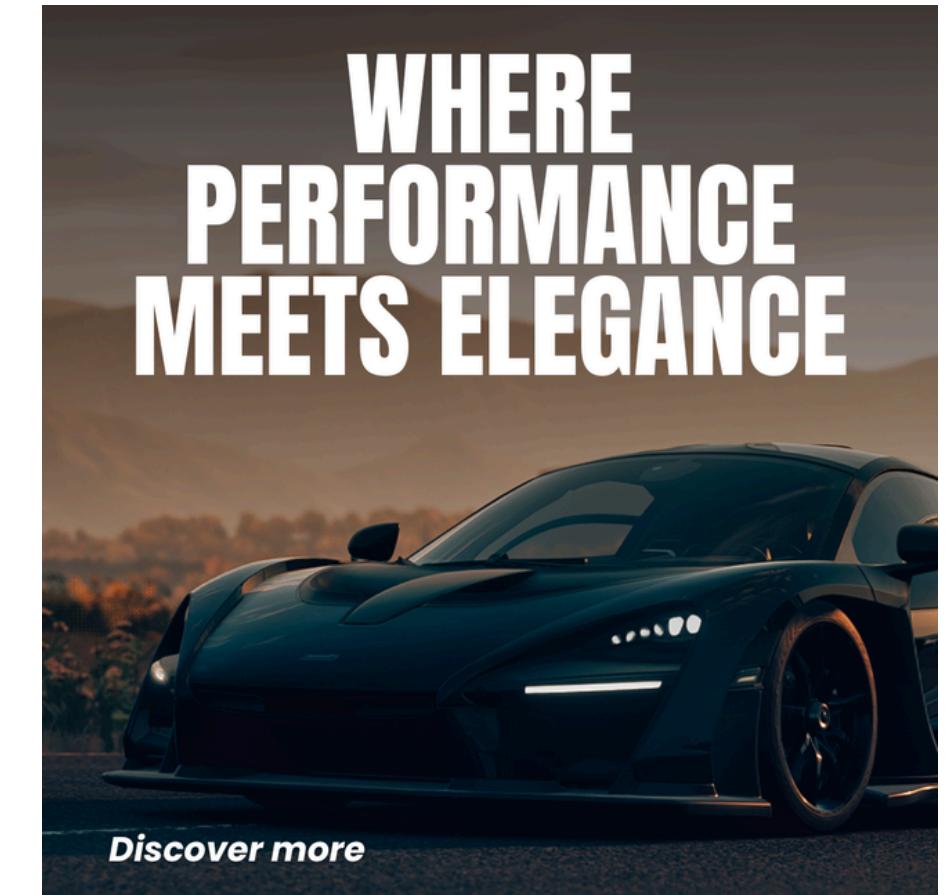
Luxury Hospitality & Automotive Campaigns

Content Types Used

- Instagram Feed Posts (Luxury visuals)
- Instagram Stories (Reminders & offers)
- Reels / Short Videos (Launch highlights)
- Static Posts (Brand awareness)



IG Post (hospitality)



IG Post (automotive)

Purpose

- Build awareness
- Drive engagement
- Support lead



THANK YOU

Concept marketing portfolio focused on
hospitality & automotive brands.

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