



# AYAN ABAS

Social Media / Digital Marketing Specialist



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## Education

### Borcelle University

- Bachelor of Science In Software Engineering
- Addis Ababa institution of technology
- 20/11/2023 - Present, Ethiopia, Addis Ababa



## Skills

- Digital Marketing
- Graphic Design
- UI / UX Design
- Content Marketing
- Management Skills
- Communication Skills
- Video Marketing



## Work Experience

September 2023- Present

iRISE LABS | Addis Ababa

### Junior/ Social Media Marketer

A startup company where I worked on customer growth by their social media platforms and creating content as well as graphic designs.

October 2023- Present

Bellx Tech Solutions | Addis Ababa

### Marketing Officer

This is another startup company in which I worked as a Marketing officer. Basically working on the company's development by implementing strategies.

21/10/2023 - 10/11/2023

OASIS Infobyte | Satya Niketan, South West  
New Delhi., India - 110021

Graphic Design Internship



## Profile

I am a results-oriented and creative Digital Marketing Specialist with a passion for leveraging digital channels to drive brand awareness and business growth. With a strong foundation in marketing principles and a keen eye for emerging trends, I excel in developing and executing comprehensive digital strategies that resonate with target audiences.

## Language

English	<div><div></div></div>	95%
Amharic	<div><div></div></div>	85%
Somali	<div><div></div></div>	90%
Afaan Oromo	<div><div></div></div>	83%
Arabic	<div><div></div></div>	80%



## Certification

- Digital Marketing (Google)
- Fundamentals of user experience (UX) design (Meta)
- Introduction to Social Media Marketing (Meta)
- Graphic Design (OASIS Infobyte)
- English Language (RPS)

## Interest

- Video Editing
- Digital Marketing
- Content Creation
- Volunteer Work