

AYA TARABZOUNI

Digital Communication | Account Management | Data & UX | CIS

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PROFESSIONAL SUMMARY

Digital Communication and Account Management Specialist with a bachelor’s degree in computer information systems. Experienced in digital communication, event management, data analysis, UX research, and web/app development. Proven ability to manage high-profile accounts, deliver data-driven strategies, and execute large-scale events with organizations such as Aramco Digital, SIPCHEM, Ithra, and government entities. Strong at bridging technology, business objectives, and user-centered digital experiences.

- PROFESSIONAL EXPERIENCE
- Hoist – Account Management & Digital Communication Specialist** Khobar | Sep 2024 – Present

  - Managed digital communication and large-scale events for Aramco Digital and Eastern Province Chamber (RAD), hosting 167+ companies and 93,000+ visitors.
  - Led key client accounts (Aramco Digital, SIPCHEM) delivering integrated communication and digital solutions.
  - Supported business development through partnerships, branding, and strategic storytelling.
  - Improved websites through UI enhancements, content restructuring, and optimization.
- UGC & Digital Marketing Specialist (Freelance)** Jan 2022 – Present

  - Created UGC, short-form videos, blogs, and campaign content.
  - Achieved 200,000+ reach through data-driven content strategies.
  - Supported brand positioning and audience engagement.
- Etree Company – Data Analyst (Contract)** Riyadh | Dec 2024 – Jun 2025

  - Analyzed user and product data to deliver actionable insights and UX improvements.
  - Conducted UX research and usability testing for government platforms.
  - Benchmarked digital and social media performance for content and communication strategy optimization.
- Saudi Aramco – Digital / IT Intern.** Dhahran | Jul 2024 – Sep 2024

  - Supported backend development, reporting systems, and data integration.
  - Contributed to real-time dashboards and operational reports.
  - Produced an end-to-end digital magazine article for Aramco Digital Journal.
  - Assisted in organizing a technology-focused hackathon.
- Ithra – Summer Program Coordinator** Dhahran | Jul 2025 – Sep 2025

  - Planned and executed summer programs for 250+ participants across multiple age groups.
  - Managed schedules, facilitators, and on-ground operations.

EDUCATION

**B.Sc. in Computer Information Systems (CIS)** Imam Abdulrahman Bin Faisal University | Khobar

Graduation: June 2025 | GPA: 4.68 / 5 Second Honor Degree, 2nd Place – Graduation Project (College Level)

- CORE SKILLS
- Account Management & Communication:** Stakeholder Management, Strategic Storytelling, Event Management
  - Data & UX:** Data Analysis, UX Research, User Testing, UI/UX Enhancement
  - Technical & Digital:** Web Development, CMS, Website Optimization, SEO Basics
  - Programming & Tools:** Python, SQL, Java, C++, HTML, Flutter, Canva, Microsoft Office.

- CERTIFICATIONS
- Product Management – KFUPM TechHub
  - Cybersecurity Basics – TVTC
  - Harvard Manage Mentor: Finance Essentials, Project Management, Digital Intelligence

LANGUAGES

Arabic (Native) | English (Fluent)