

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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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
<ul style="list-style-type: none">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)