

MINA SAYED

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A Social Media Marketing Coordinator with three years of experience specializing in brand messaging, content writing, data analytics, and HootSuite. A proven track record of developing marketing strategies and executing social media campaigns to drive brand exposure across target audiences.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MARKETING COORDINATOR

Rise Marketing Inc, Miami, FL | June 2020 - Present

- ◆ Oversee all aspects of social media marketing for a premiere technology start-up. manage Facebook, LinkedIn, and Twitter accounts, and improve followership by over 400% across all social media platforms
- ◆ Coordinate with the marketing team and senior leadership to establish a brand identity centered on trust and integrity and ensure alignment with target audiences and core demographics
- Support marketing initiatives for the launch of a new software product, coordinate social media campaigns, and raise awareness of online Launch events

SOCIAL MEDIA MARKETING INTERN

University of Florida, Gainesville, FL | September 2019 - June 2020

- ◆ Managed social media editorial calendars and platforms in coordination with a team of students and three faculty advisors, including LinkedIn, Twitter, and Facebook
- ◆ Spearheaded a Twitter campaign to raise awareness of student cultural organizations and events and collaborated with the team to overhaul social media strategy, resulting in a 200% increase in engagement

EDUCATION

BACHELOR OF SCIENCE (B.S.) MARKETING

University of Florida, Gainesville, FL | September 2010 - June 2014

KEY SKILLS

- ◆ Brand Messaging
- ◆ Social Media Marketing
- ◆ Content Writing
- ◆ Data Analytics
- ◆ Marketing Strategy

CERTIFICATIONS

- Certified Web Professional - Web Developer, IWA, 2016
- Certified Digital Designer (CDD).ADA, 2015