

Mawada Tarek

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Dubai, UAE

SOCIAL MEDIA MANAGER

Social media and communications expert with over 7 years of experience developing and implementing effective social media marketing strategies that drive engagement and increase brand awareness. Strong project management skills with the ability to lead teams and collaborate with cross-functional teams to meet project objectives. Skilled in client servicing and relationship management with excellent communication and reporting abilities.

KEY COMPETENCIES

Strategy development
Project management
Client servicing

Leadership skills
Communication skills
Team management

Reporting and analytics
Campaign Management

PROFESSIONAL EXPERIENCE

Action Global Communication Social Media Manager

Jul 2021 - Present

In my current role as a Social Media Manager, I manage a team of four executives, overseeing their content ideation and content writing processes. I communicate regularly with the creative and content teams, ensuring that we deliver high-quality campaigns that are in line with our client's goals. Additionally, I am responsible for prospect client pitching, client relationship management, and reporting on campaign performance.

Accomplishments:

- Managed a team of 4 social media executives or more to ensure quality deliverables of the scope of work
- Led strategy development and prospect client pitching
- Developed content ideation and writing
- Acted as the main channel of communication between creative, content, and social teams
- Fostered strong client relationships, ensuring client satisfaction and retention
- Provided regular reporting and influencer management services to clients

Portfolio Included: Abu Dhabi Department of Education and Knowledge, Dubai World Trade Centre, Saudi Infrastructure Expo, Big 5 Saudi, and Fine Hygienic Holding

National Network Communication Social Media Account Manager

May 2020 - July 2021

As a Social Media Account Manager at National Network Communication, I developed content calendars, managed day-to-day client communication, and executed community management strategies. I planned and managed several production projects, working collaboratively with the creative team to brief them on content requirements. Additionally, I generated social media reports that analyzed the performance of various campaigns.

Accomplishments:

- Develop and execute social media content calendars in line with brand objectives
- Manage day-to-day client communication and community management across social media platforms

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Portfolio Included: Sharjah Libraries, The Big Heart Foundation, Sharjah Book Authority

Hashtag Social Media Agency
Social Media Account Executive

Dec 2018 - Feb 2020

I collaborated with the creative team to develop content briefs and generated social media reports that provided insight into campaign performance. Furthermore, I managed influencer relationships, ensuring that all content was in line with our client's brand guidelines.

Accomplishments:

- Day-to-day client communication
- Creating content calendars
- Content Writing
- Social media Reporting
- Influencer collaborations
- Content Ideation
- Stories live coverage

Portfolio Included: CentrepoinMe, Splash Fashions, Homecentre

EDUCATION

**Bachelor's Degree in Mass Communication, with a focus on
 Marketing and Management**
 University of Sharjah, June 2016

REFERENCES

Available Upon Request
