

Alia A. Al Samhour

Digital Marketing

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Professional Summary

A dedicated and creative Digital Marketing student with extensive experience in social media management, content creation, and client interaction. Adept at developing and executing strategic marketing initiatives that enhance brand visibility and engagement. Proven track record in managing and growing social media platforms.

Education

Bachelor's Degree in Digital Marketing | Hashemite University, Zarqa, Jordan | 2021 - Present

Professional Experience

Social Media Officer | Order by Alia | Feb 2021 - Present

- Created and curated content for social media platforms, focusing on Instagram, to enhance brand engagement and reach.
- Interacted with clients, promptly responding to inquiries and providing exceptional customer service.
- Developed and implemented strategic marketing campaigns to increase brand awareness and drive sales.
- Analyzed social media metrics to optimize content strategy and improve overall performance.

Social Media "Volunteer" | Pulse Economic Team, Hashemite University | May 2022 - Aug 2024

- Managed Facebook and Instagram accounts, creating and sharing content that resonated with the university community.
- Collaborated with team members to plan and execute social media campaigns for various university events.
- Increased followers and engagement on social media platforms through targeted content and strategic posting.

Courses & Certifications

Digital Marketing Certification | Google | May 2022

Skills:

- Social Media Management (Instagram, Facebook)
- Content Creation and Curation
- Digital Marketing Strategies
- Social Media Analytics
- Creative Thinking
- Communication
- Client Interaction
- Strategic Planning

Languages:

- Arabic: Native
- English: Professional Working Proficiency