

Badr Alrweshad

experience

Marketing Coordinator / Elumind

Fall 2022 - Now

- Coordinated a variety of multi-channel marketing projects including social media campaigns, eNewsletters, and media relations.
- Planned and filmed video and photo shoots for the company's website, social media, and ad campaigns.
- Managed, created, and promoted social media content with compelling messaging and graphics.
- Created and edited web content for search engine optimization and search engine marketing.

Specialist / Apple

Spring 2022 - Winter 2023

- Provided great customer service in a fast-paced environment while supporting the team goals.
- Communicated with customers to help uncover their needs, and followed through with meaningful solutions.
- Assisted customers with setting up their new products and introducing additional helpful services.

Digital Multimedia Assistant / Portland State University

Spring 2019 - Winter 2021

- Recorded, reviewed and organized digital media assets such as video and audio files, and screen recordings.
- Adhered to the brand style guide and standards to reinforce visual identity and improve brand recognition.
- Handled post-production tasks, such as footage review, cuts, audio adjustment, and color correction using Adobe Premiere Pro.

Freelance Videographer & Photographer

Winter 2016 - Now

- Created high-level promotional photo and video content from concept to final delivery.
- Planned, transported, and set up various production equipment to filming locations and in the studio.
- Handled administrative responsibilities associated with the organization of project file information, video assets, and audio and video archives.

skills

Technical

Social Media Marketing
Content Optimization
Market Research
Email Marketing
Google Analytics
Ad Campaigns
SEO and SEM
UX Design
Adobe Creative Suite
MS Office

Personal

Time Management
Attention to Detail
Problem Solving
Communication
Collaboration
Organization
Multitasking

education

Portland State University

2021

BA in Marketing
Portland, OR

contact

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