

# Curriculum Vitae

## Haya Faisal

Saudi Arabia- Western province-  
Jeddah city

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Nationality: Syrian

Marital Status: Single

### Languages

Arabic: Fluent.

English: Fluent

### Objective:

OBJECTIVE: Obtain a challenging leadership position applying creative problem solving and lean management skills with a growing company to achieve optimum utilization of its resources and maximum profits.

### Education:

2012: (61 High School)

2013 – 2018 : Information Technology & computing  
Arab Open University - ITC

### Training Courses:

(2012): Social Media Campaigns Courses.

Aim Digital.

(2017): Creative translation

(2018): Creative Writing

### Skills:

- **Language Skills:** Arabic & English: Excellent (Written - Oral)
- **Computer Skills:** HTML, CSS, Visual Basic, Java, SQL, Microsoft Office Suite, Office365, Adobe Dreamweaver, Adobe Photoshop, ImageReady and Lightroom, AlAmeen (accounting software).
- **Soft Skills:** Fast learner, honest, work well under pressure, well organized, multi-tasking abilities.

## Experience:

### **( 2013- 2015) : Social Media ( Account Manager) VIRAL ( Jeddah Saudi Arabia)**

#### Responsibilities

- Deliberate planning and goal setting
- Development of brand awareness and online reputation
- Content management
- SEO (search engine optimization) and generation of inbound traffic
- Cultivation of leads and sales
- Administrate the creation and publishing of relevant, original, high-quality content.
- Identify and improve organizational development aspects that would improve content (ie: employee training, recognition and rewards for participation in the company's marketing and online review building).
- Create a regular publishing schedule.
- Implement a content editorial calendar to manage content and plan specific, timely marketing campaigns.
- Promote content through social advertising.
- Manage social media marketing campaigns and day-to-day activities including:
- Develop relevant content topics to reach the company's target customers.
- Create, curate, and manage all published content (images, video and written).
- Monitor, listen and respond to users in a "Social" way while cultivating leads and sales.
- Conduct online advocacy and open a stream for cross-promotions.
- Develop and expand community and/or influencer outreach efforts.
- Oversee design (ie: Facebook Timeline cover, profile pic, thumbnails, ads, landing pages, Twitter profile, Blog, etc.).
- Design, create and manage promotions and Social ad campaigns.
- Manage efforts in building online reviews and reputation. Monitor online reviews and respond to each review.
- Analyze key metrics and tweak strategy as needed.
- Compile reports for management showing results (ROI).
- Become an advocate for the company in social media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out a comprehensive marketing plan. Drive strategies that are proven by testing and metrics.
- Develop organizational elements in order to implement a proactive process for capturing happy, loyal customer online reviews.

[www.ViralWorldwide.Org](http://www.ViralWorldwide.Org)

### **( June 2015 - Jan 2016) : Social Media Executive ASQ Group ( Jeddah Saudi Arabia)**

#### Responsibilities:

- Managing a portfolio of accounts
- Delivering presentations
- Attending meetings with clients
- Maintaining good relationship with clients.
- Negotiating with clients and agency staff about the details of campaigns.

- Working with agency colleagues to brainstorm the ideas that meets the client's brief and budget.
- Reporting GM the work flow of the clients (incoming & outgoing jobs).
- Planning media campaigns.
- Create strategies to increase employee awareness and to promote productivity.
- Developing and maintaining media relations within a company.
- Attending press conferences, product launches and networking events.
- Leading social media team.
- Ensure accounts are updated on a daily basis and that messaging is timely and relevant.
- Manage Social Media marketing campaigns.
- Create and manage promotions and Facebook ad campaigns.
- Compile report for management showing results.
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out marketing strategy.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns

**( Sep 2016 - Jan 2017 ) : Social Media Strategist  
( Bin Zager)**

- **Responsibilities:**

- Team Coordination and Management
- Provides leadership within the agency and monitors work scope against all variables.
- Monitors all strategic activity on assigned projects and communicates status of each project to appropriate agency and client personnel in order to meet project deadlines.
- Act as the team leader on all assigned projects.
- Client Coordination
- To communicate directly with clients in understanding their multi-media requirements
- Maintains communications with appropriate agency and client personnel to ensure positive Workflow.
- Present completed work in a creative way.
- Project Management
- Monitors all strategic activity on assigned projects and communicates status of each Project to appropriate agency and client personnel in order to meet project deadlines
- Project planning and implementation.
- Preparing project budgets and tracking progress.
- Working closely with creative and digital agencies.
- Assist in video production and animation process.
- Collaborating with the Account Team in creation of marketing recommendations, Strategies and actions for the client.
- Reviews, analyses and evaluate the following, relative to the client's needs and Objectives.
- All assigned creative projects, internal agency projects and assigned new business projects.
- Perform miscellaneous job duties as assigned by immediate manager.
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- Financial & Administrative
- Work with internal and external managers to identify goals and

- metrics and integrate.
- Build, track and monitor assigned strategic projects.
- Monitor and analyses online media and other relevant digital communications channels.

**( Jan 2017 ) : Social Media Strategist  
(77 Social )**

**Responsibilities:**

- Managing a portfolio of accounts
- Delivering presentations
- Attending meetings with clients
- Maintaining good relationship with clients.
- Negotiating with clients and agency staff about the details of campaigns.
- Reporting GM the work flow of the clients (incoming & outgoing jobs).
- Planning media campaigns.
- Create campaigns.
- Create content.
- Prepare social analytics reports.
- Media buying.
- Attending press conferences, product launches and networking events.
- Leading social media team.
- Ensure accounts are updated on a daily basis and that messaging is timely and relevant.
- Manage Social Media marketing campaigns.
- Create and manage promotions and Facebook ad campaigns.
- Compile report for management showing results.
- Become an advocate for the Company in Social Media spaces, engaging in dialogues and answering questions where appropriate.
- Demonstrate ability to map out marketing strategy.
- Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the Social Media campaigns

**Portfolio of Clients Worked With:**

- IKEA
- WELLA Professionals
- KADUS Professional
- Sebastian Professional
- NIOXIN
- Citroen
- Al Seif

- Hummus Refi
- SJAHI
- IN10SO
- ISUZU
- Durrat China Restaurant
- Rally Jeddah
- Saudi Drifters
- Dara Real Estate
- BMC College
- Bana Jewellery
- Nomad furniture
- East Gate
- Cytarose
- Porsche
- KINAN
- ASQ Group
- Map News
- Oud Milano
- SunCola
- SunQuick
- Suntop
- Al-Harithy Company for Exhibitions (ACE)
- Makiyoon Real Estate
- International Diabetes Care Center
- AL Salem Johnson Controls
- Key Car Rental
- Midwam
- BinDawood
- IKEA People
- Effat University
- AFED
- AL Nahdi
- Jawwal Express
- Ram Clinics