LAITH ALALI

Phone: 015560883154

E-Mail: laith.alali34@outlook.com   Darmstadt , Deutschland

Professional Summary

I am a results-driven UI/UX designer and computer engineer with multidisciplinary
experience in social media marketing, content creation, and campaign management.
I am proficient in Adobe Creative Suite, Figma, and Photoshop, and specialize in creating
user-centric designs that elevate digital experiences. My goal is to achieve business success
and enhance brand engagement through innovative design, marketing strategies through
advertising and app design, and technical solutions that combine creativity and technology.
.

EDUCATION

CEng Yarmouk University / Hijjawi Faculty for Engineering Technology
      Bachelor of Computer Engineering   Sep 2023

EXPERIENCE AND WORK

.
- ➤ **So Logic Co For Health & Environmental Projects**

Jordan , Amman   Nov 2023 – Jun 2024

Position , Marketing and Social Media Specialist
- Optimized company pages within social media platforms to increase social content visibility
- Created engaging posts for social media platforms to drive audience interaction.
- Edited videos and graphics using Photoshop, Adobe Premiere, After Effects, and other relevant software
- Managed and implemented social media strategies to enhance brand presence and achieve business goals.
- Collaborated with teams to ensure cohesive marketing efforts and aligned social media initiatives with broader business objectives

Key Skills:
- Social Media Marketing
- Content Creation
- Video Editing (Adobe Premiere, After Effects)
- Graphic Design (Photoshop, Illustrator)

- Digital Marketing Strategy

> **The Hope International**

Jordan , Amman   Oct 2023 – Dec 2023

ASP.NET (MVC)

- I recently enrolled in an ASP.NET MVC course to strengthen my skills and deepen my experience in web application development. This reflects my dedication to continuous learning and staying current with modern web development frameworks and technologies.

> **Tahaluf Al Emarat Technical Solutions**

Jordan , Amman

                                                                 Apr 2023 - Sep 2023

Full Stack Developer

- completed a training program as a Full Stack Developer Trainee, where I worked with SQL databases and developed front-end skills using HTML, CSS, JavaScript, and Bootstrap, with additional exposure to the MVC framework.

- The training also included working with Outlook, applying time management skills, and collaborating in a team environment following Agile methodology under the guidance of a Scrum Master. This experience significantly improved my ability to prioritize tasks, meet deadlines, and contribute effectively within an agile development cycle.

- Although my main focus was on front-end development, I also gained solid knowledge of back-end principles, enabling me to better understand and contribute to full stack developmen

SKILLS

Technical & Analytical Proficiencies:

- Proficient in Microsoft Word & Excel for data management, reporting, and documentation
- Experienced with SQL and Oracle databases for efficient data storage and retrieval
- Competent in C++ programming for algorithm development and software applications

Creative & Visual Design Expertise:

- Expertise in designing intuitive user interfaces and interactive prototypes for web and mobile applications using Figma
- Skilled in graphic design utilizing Adobe Photoshop and Illustrator for high-quality visual content and branding
- Advanced video editing capabilities using Adobe Premiere Pro and After Effects to produce professional-grade multimedia

Digital Communication & Content Development:

- Proficient in creating engaging, multi-platform content tailored for diverse audiences
- Experienced in planning and executing social media marketing strategies supported by analytics to drive brand growth
- Strong verbal and written communication skills for effective collaboration and professional interactions

LANGUAGES

Arabic: Native Language

English: Fluent

German: B1 Intermediate

PERSONAL INFORMATION

Date of Birth: 10/06/1998

Nationality: Syrian