

DUHA ABUBAKER OMER MOHAMED

Social Media marketing Specialist | Content writer | Content Marketing

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Summary

Aspiring Social Media Marketing Specialist and Content Writer with hands-on experience managing social media accounts and creating content through volunteer work. Skilled in writing clear, engaging copy and developing creative content strategies tailored to target audiences. Familiar with platform algorithms, content planning, and basic analytics. Quick learner with a proactive mindset and a strong commitment to helping brands grow their online presence through impactful storytelling and consistent engagement.

Experience

Social Media marketing Specialist & Content Writer | Dr.Randa skin care | KSA | Feb 19 – Mar 19, 2025

Responsibilities & Achievements: -

- Managed and created content for Facebook page focused on skin&body care, for audiences in Saudi Arabia& Qatar.
- Developed and implemented a 28-day content strategy, including awareness, engagement, and promotional posts.
- Increased group membership.
- Boosted engagement.
- Doubled post volume , balancing promotional and awareness content.
- Created content that led to people sharing posts, highlighting content relevance and value.
- Achieve growth in video views.
- Optimized posting schedule during Ramadan , improving reach and timing effectiveness.

Education

- **Bachelor of pharmacy** - Ahfad University for women, Sudan - 2019 – 2027

Skills

Technical Skills

- Social Media Platform Management
- Meta Business Suite

Hard Skills

- Social Media Marketing Strategy.
- Content Writer
- Editorial Calendar Management
- Analytics and Reporting
- Marketing

Soft Skills

- Communication Skills
- Adaptability
- Time Management & Deadline Orientation
- Verbal & Written Communication
- Collaboration & Team Leadership

Training & Certifications

- Social Media Marketing Management | 2024
- Content Writing | 2025
- Increasing Sales using AI. (Workshop) | 2025
- Selling products online (Workshop) | 2025

Languages

- Arabic: Native.
- English: Proficiency.