

# Qasim Al-Smadi

Social Media Specialist — Content Strategist — Digital Marketing Enthusiast

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## PROFESSIONAL SUMMARY

Creative and results-driven Social Media Specialist with a strong background in content strategy, digital marketing, and social media management. Skilled at transforming ideas into engaging content, optimizing audience engagement, and executing data-driven campaigns. Experienced in developing monthly content plans, writing persuasive captions, coordinating with design teams, and tracking performance metrics to deliver measurable growth.

Additionally, possesses technical expertise in web development and AI-assisted design, providing a unique advantage in digital strategy and content automation.

## SKILLS

**Social Media & Content:** Social Media Management, Content Creation, Reels Concepts, Marketing Copywriting, Monthly Content Plans, Analytics Tracking, Engagement Optimization

**Digital Marketing Tools:** Canva, Figma, Buffer, Hootsuite, Google Analytics, SEO Basics

**Backend & Technical Skills:** PHP, Laravel, REST APIs, MySQL, Git, Docker, Linux Administration

**AI & Automation:** AI-Assisted Design, Prompt Engineering, Workflow Optimization

**Other:** Strategic Planning, Creativity, Attention to Detail, Remote Work Discipline

## PROJECTS & PORTFOLIO HIGHLIGHTS

### Social Media Campaigns for Clients (Example Projects)

2023 – 2024

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- Managed and developed social media accounts for multiple clients across platforms (Facebook, X, Instagram).
- Created engaging content aligned with brand identity, including posts, carousels, and Reels ideas.
- Wrote persuasive marketing captions to increase engagement and audience reach.
- Implemented monthly content plans, coordinated with design teams, and tracked campaign performance.
- Optimized engagement with data-driven strategies, resulting in measurable audience growth.

### StyleGenie – Secure E-Commerce Platform

2025 – 2026

Laravel Backend Developer & Content Automation

- Built a secure Laravel backend while integrating content automation workflows using AI.
- Created structured content generation systems to support marketing campaigns and posting schedules.

## EXPERIENCE

### Advertising & Technical Support

2023 – 2024

Samemli Advertising Company

Damascus, Syria

- Designed and managed digital advertising campaigns for multiple clients, including content strategy and performance tracking.
- Handled technical support, system setup, troubleshooting, and staff training.
- Coordinated with design and marketing teams to execute engaging social media campaigns.

## CERTIFICATIONS & COURSES

- **Social Media Marketing Basics** – Free Certificate (Google / HubSpot)

- **Content Strategy Fundamentals** – Free Certificate (Coursera / HubSpot)

- **Canva Design Mastery** – Free Certificate (Canva)

- **Advanced MySQL Database Design** – Shiyar Academy

- **Professional PHP Development** – Shiyar Academy

- **Mastering Python Programming** – Shiyar Academy

## EDUCATION

### Bachelor of Software Engineering

2020 – 2026

Yarmouk Private University

Syria

## **PROFESSIONAL INTERESTS**

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Social Media Strategy, Content Creation, Digital Marketing Campaigns, AI-Driven Automation, Web Development, Creative Strategy, Analytics