

Sara Hussein Mohammed

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SUMMARY

A dedicated marketing professional with a solid foundation in both traditional and digital marketing. Adaptable and eager to learn, with a demonstrated ability to apply marketing concepts to drive results.

EDUCATION

Bachelor's Degree in Integrated Marketing Communications

Nile University • 2023 • GPA 3.6

COURSEWORK

Digital Marketing and Digital Arts Track

Ministry of Communications and Information Technology • 2024

- Applied digital marketing skills by developing and executing a comprehensive digital marketing strategy for a business idea.

EXPERIENCE

Marketing Specialist (Snapchat Ads)

Freelancer

August 2024 – Present, Bahrain

- **Business Manager Setup:** Created and managed 3 Snapchat Business Managers and Ad Accounts, including payment methods and ensuring smooth ad management.
- **Bidding and Budgeting:** Implemented effective bidding strategies, managed a weekly budget of \$250 as a start.
- Designed custom to improve targeting.

Social Media Strategist

Freelancer

April 2024 – July 2024, Iraq

- **Conducting Social Media Market Research:** Analyzed social media trends and consumer behaviors related to fashion in Iraq, identifying key insights and patterns from 27+ social media accounts, which informed the strategy for increasing market penetration.
- **Performing Competitive Analysis:** Audited the social media strategies of 20 major competitors, evaluating engagement, content themes, and follower demographics.
- **Identifying Popular Platforms:** Identify 3 key platforms and their features among the target demographic.

Design Brief Specialist

Lumive

March 2024 – April 2024, Saudi Arabia

- **Design Briefs:** Created 6+ detailed design briefs for the design team, specifying product imagery, captions, and thematic elements, leading to an improvement in design accuracy and consistency.
- **Competitor Analysis:** Conducted in-depth research on 11 competitors, analyzing their visual content strategies to gather actionable insights.
- **Assessed competitor activities** by analyzing market trends and consumer behavior over 3 weeks, leveraging Salesforce, which resulted in a 22% improvement in design brief strategies.

YouTube Marketing Specialist

Bee Studio

December 2023 – January 2024, Remote

- Developed and managed Google Ads campaigns for children's YouTube channels, targeting two categories: kids and parents, to enhance engagement and drive views.
- Achieved a high average (CTR) of 41.63%.
- Maintained a low average (CPC) of \$0.002.

Market Research Trainee

Ghareebian Marketing Agency

January 2023 – February 2023, Maadi, Cairo

- **Analysis of the Mandarin water** by conducting comprehensive market analysis. Identified key insights into the Vortex water purification system, highlighting its unique features and benefits within 2 weeks.
- **Enhanced alignment with branding guidelines** by optimizing design elements boosts recognition and response rates for campaigns by 15% within the first week.
- **Portfolio development** for the agency by collaborating with team members to create a compelling portfolio.

PROJECTS

Digital Marketing Plan for EMBA Programs

Nile University • February 2023 – June 2023

- **Primary Research:** Conducted interviews with 2 program managers and 8 potential students, gathering insights on audience preferences, unique selling propositions, and competitive positioning, which led to an increase in program feature relevance.

- **Secondary Research:** Utilized tools to analyze audience behavior and the competitive landscape. Reviewed digital consumer behavior reports for additional insights.
 - **Auditing and Analysis:** performed SWOT and competitive analyses for 5 major competitors and assessed brand positioning using automated tools.
 - **Marketing Brief:** a detailed marketing brief based on research findings, including the Golden Circle, brand DNA, and competitive analysis, that provided recommendations to enhance the program's market positioning.
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CERTIFICATIONS

Artificial Intelligence Career Essentials

ALX • 2024

- Mastered essential AI concepts and tools to leverage AI for enhancing career opportunities, including LLMs, generative AI, and prompting.
- learned to use AI tools to uncover data patterns, create compelling data stories, and make strategic decisions.
- Content Creation and Innovation: Developed skills in brainstorming and generating innovative content, such as images and videos, using AI to boost creativity and marketing effectiveness.

Social Media Ad Campaign using Canva

Coursera

- Creation of effective social media ad campaigns, including designing visually appealing graphics and ads.

Google Ads Fundamentals

Coursera • 2023

- Created and structured Google Ads campaigns, performed keyword research, set up audience targeting and crafted compelling ads.

3rd Place - EGYBANK MINT Marketing Research

EG Bank • 2022

- Developed a comprehensive marketing research plan for EG Bank and Mint and Conducted qualitative research to address business and research problems, including market analysis, data collection, and strategic recommendations.

Collaborating with G Suite Apps

Coursera Project

- Proficient in leveraging G Suite tools for effective virtual collaboration and project management.
- (Gmail, Google Forms, Google Calendar, Google Drive, Docs, Sheets, Slides)

Dean's Honors (Spring 2023)

Nile University • 2023

- I achieved Dean's Honors for academic excellence with a GPA of 3.9 in spring 2023.

Dean's Honors (Fall 2022)

Nile University • 2022

- I achieved Dean's Honors for academic excellence with a GPA of 3.7 in Fall 2022.
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INVOLVEMENT

Marketing Committe at Entrepreneur Club

Sheikh Zayed • Nile University • August 2021 - September 2022

- Launched a series of workshops and events attended by over 300 participants, focusing on business development, resulting in a 25% increase in active membership.
 - I organized and participated in 3+ events centered on entrepreneurship and ideation, facilitating over 9 hours of collaborative brainstorming and business planning.
 - Contributed to 2 camps focused on Sustainable Development Goals (SDGs), engaging more than 50 students in sustainability projects and discussions.
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SKILLS

Foundation of Marketing - Marketing Research - SEO - Research & AI tools - Industry trends - Scheduling Calendars - Visualization - Google Ads - Meta Ads - YouTube Ads - Snapchat Ads - Storytelling (Pixar and SCQA) Models - Crisis Management - Email Marketing - Traditional Marketing - Brainstorming and content ideas - Prompt Engineering - Branding - Microsoft Office - Google Suite - Canva - Attention to details - Organizational Skills - Written and verbal communication skills - Work Collaboratively in a team environment