

SARA ELSAID

DIGITAL MARKETING

**Phone**

+966 583392421

**Age**

31 years - June 6, 1993

**Email**

sara.elharbi@gmail.com

**Riyadh, Saudi Arabia**

Almalqa

**Egyptian**

Valid Iqama

SKILLS

Google Ads



Meta Ads



SnapChat Ads



Market research



Create Content



Adobe Illustrator



Adobe Aftereffects



SEO



Time management



Leadership skills



Analytical and problem-solving skills



LANGUAGES

English



Arabic



ABOUT ME

After achieving success in nutrition with a master's degree, I transitioned to marketing, starting from scratch and working up to managing the marketing department. I am committed to continuous learning and plan to obtain certifications in marketing, business administration, and business management.

PROFESSIONAL EXPERIENCE

MARKETING MANAGER

DOMI STORE

Jan 2024 - Present

Create and execute e-commerce and social media ad strategies, manage Snapchat campaigns, design videos and photos for ads and website themes using Adobe programs, create and design company catalogs, and optimize the website for SEO using Salla as the host.

MARKETING MANAGER

HOLOMALIA REALESTATE

Oct 2022 - Jan 2024

Develop a business strategy by researching the Saudi financial and real estate markets. Implement it by building a website on Hostinger, using SEO for content creation, designing with Adobe Illustrator and After Effects, launching Google Ads campaigns, evaluating outcomes, and refining the strategy.

MARKETING MANAGER

ALMUHADAB

July 2021 - Sep 2021

Given the intense competition in Saudi Arabia's dental market, it was crucial to focus on social media, photograph doctors, showcase their advice and client testimonials with before-and-after photos, and run marketing campaigns, especially on Snapchat.

CONTENT CREATOR

TFAROD COMPANY

Mar 2021- July 2021

Creating content for company brand identity, as well as creating content for social media pages on Instagram, and creating videos by Adobe After Effects for Snapchat

PROJECT MANAGER

WAMDA ONLINE

June 2015 - Mar 2019

After managing the online nutritional training and follow-up department, I co-authored the 90-day challenge with the business owner. Successfully selling the first edition in three months confirmed that marketing was the career path I wanted to pursue.