

# NAME

TITLE

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## Profile

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## Experience

### Social Media Coordinator - Cha-Cha Cosmetics / Dubai, UAE

January 2022 — Current

- Developed and published content on brand social media pages to support campaigns and product launches
- Managed social media content production schedules and calendars
- Analyzed social media engagement across platforms, adjusting content and posting schedules for optimum reach and increased reach by 55%
- Created social media reports for stakeholders to notify them of significant fluctuations and developments for better business planning
- Collaborated with the Content Development and Design teams to develop creative and on-brand social content for all social platforms

### Social Media Content Developer, - Cha-Cha Cosmetics /New York, USA

January 2021 — December 2021

- Increased brand awareness and conversions by writing, editing, and publishing SEO articles for the brand's website
- Wrote, edited, and published content for brand social media platforms including post captions on Facebook and LinkedIn posts
- Increased Facebook conversion rate by 45% with a new copywriting strategy.
- Identified a more accurate target audience on TikTok and Instagram, increasing brand reach by 60%
- Curated TikTok and Instagram video content to match the brand voice and reach target customers, increasing conversions by 66% on both platforms

### Project Experience

#### Social media management 2020 – 2021

- Created, edited, and published video content to TikTok and YouTube for various brands
- Wrote SEO articles for better online engagement
- Built a social media following on Instagram, Twitter, and TikTok
- Developed concepts and plans for social media growth and audience engagement

## Education

### B.A. Marketing and Communications- New York University, New York, NY

2018 – 2022

- Related Coursework: Paid Advertising on Social Media, Social Media Marketing, Digital Marketing Analytics, Search Engine Marketing, Email Marketing.

### DEPARTMENT - SCHOOL

May 2009

- GPA: LIST
- AWARD
- AWARD

## Skills

### Expertise

- Social media engagement
- Creativity
- SEO expertise
- Google Analytics
- Community building

## Licenses & Accreditations

### Licenses Licenses & Accreditations

- Social Media Marketing, Hubspot Academy– November 2022
- Social Media Strategist Certification, NISM – June 2022
- Digital Marketing, Google Academy – November 2021