

ZAINAB MOHAMMED MATTAR

OBJECTIVE

Experienced PR and Marketing associate with a background in sales and more than 4 years of experience in content creation and digital marketing as a freelancer. Seeking to leverage leadership excellence and content marketing skills.

EDUCATION

AHLIA UNIVERSITY
BSC IN MANAGEMENT AND MARKETING
2015 – 2022

WORK EXPERIENCE

JANUARY 2022 -PRESENT:
PROPEL CONSULT
RECRUITMENT RESOURCER:

- IDENTIFYING AND RECRUITING PROSPECTIVE CANDIDATES USING A VARIETY OF CHANNELS AVAILABLE FROM TIME TO TIME
- ASSESSING CANDIDATES TO ENSURE CLIENT REQUIREMENT, QUALIFICATION MATCH, CULTURAL FIT AND COMPATIBILITY
- PRESENT SHORTLISTED CANDIDATES AND PROVIDE DETAILED PROFILE SUMMARIES.
- DOCUMENT THE VITAL DETAILS IN AN IN-HOUSE DATABASE



HARD SKILLS

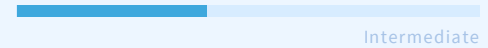
SEO



Writing and Content Creation



SEM



Email Marketing



SOFT SKILLS

Time Management



Communication



Analytics



LANGUAGES

📖 Arabic: Speaking and writing

📖 English: Speaking and writing

CONTACT DETAILS:

📞 973-36-521-521

✉ Zainabi.Mohamad@gmail.com

📍 Dumistan, Bahrain

WORK EXPERIENCE

- ARRANGE FOR CANDIDATE INTERVIEWS WITH CLIENTS AS WELL FACE TO FACE SCREENING WHERE POSSIBLE
- COMMUNICATE ON DAILY BASIS WITH THE LINE MANAGER(S) REGARDING THE ASSIGNED JOBS – PROVIDING FEEDBACK
- RESEARCH AND DEVELOP RECRUITING LEADS

FEBRUARY 2022- MAY 2022:

THE NOURISHERS

PR AND MARKETING ASSISTANT:

- PLANNING AND CARRYING OUT PR CAMPAIGNS AND STRATEGIES
- WRITING PRESS RELEASES, NEWSLETTERS AND SOCIAL MEDIA CONTENT
- MANAGING, ARRANGING AND OVERSEEING EVENTS
- DEVELOPING A MARKETING COMMUNICATIONS PLAN INCLUDING STRATEGY, GOALS, BUDGET AND TACTICS
- EVALUATE OPPORTUNITIES FOR PARTNERSHIPS, SPONSORSHIPS AND ADVERTISING ON AN ON-GOING BASIS

MARCH 2021- JANUARY 2022:

FRANOVIA BUSINESS CONSULTANCY

SALES GROWTH INTERN:

- SUPPORT THE MARKETING TEAM IN DAILY ADMINISTRATIVE TASKS
- CONDUCT DESKTOP RESEARCH, AND GATHER INFORMATION THROUGH SURVEYS OR BY SPEAKING TO CLIENTS
- LIAISING WITH CLIENTS ON BEHALF OF THE COMPANY'S MANAGERS
- ASSIST IN MARKETING AND ADVERTISING PROMOTIONAL ACTIVITIES IN SOCIAL MEDIA

WORK EXPERIENCE

- CREATE DIGITAL MARKETING PLANS FOR THE ORGANIZATION AND CLIENTS
- CREATE SOCIAL MEDIA CONTENT FOR THE ORGANIZATION AND CLIENTS
- CONDUCT MEETINGS AND REACH OUT TO CLIENTS
- WRITING AND TRANSLATING CONTENT FOR SOCIAL MEDIA, CONTRACTS, AND ANYTHING RELATED TO THE ORGANIZATION
- CALLING AND REACHING OUT FOR NEW CLIENTS
- BRAINSTORMING IDEAS FOR THE DIGITAL MARKETING TEAM TO EXPAND THE ORGANIZATION HORIZONS
- RESPONSIBLE FOR MENA FRANCHISE EXPO PROJECT, FROM REACHING OUT TO CLIENTS TO CONDUCT MEETINGS AND FINALIZING THE CONTRACTS WITH THEM

JULY 2021- SEPTEMBER 2021:

THE CULT

MARKETING ASSOCIATE:

- CREATE DIGITAL MARKETING PLANS
- CREATE SOCIAL MEDIA CONTENT
- FETCH PARTICIPANTS AND VENDORS FOR THE ORGANIZATION EVENTS

LICENSES & CERTIFICATIONS

INTERNATIONAL COMPUTER DRIVING LICENSE (ICDL)

2018

REFERENCES

- REFERENCES AVAILABLE UPON REQUEST