

ZAINAB SALMAN

Digital Marketing & Designing Supervisor

Business Marketing Graduate from Bahrain Polytechnic with two years and 6 months working experience on Digital Media Marketing, Content Creation and Management, Event Planning as well as designing advertising materials. I have the ability to analyse the performance of the business on Social Media and Natural Search to assist the business to increase brand awareness and conversions.

PROFESSIONAL EXPERIENCE

March, 19
Present

Social Media Specialist **Perpetual Strategic Services**

1. Create/Manage content on Social Media
2. Create Strategies for Campaigns on Social Media
3. Be in contact with clients
4. Create Monthly Reports/Recommendations
5. Arrange for Photoshoots

Aug, 18
March, 19

Marketing Supervisor **Al Kindi Specialised Hospital**

- 1) **Digital Marketing:**
 - Website updates
 - Create Social Media Content
 - Create and Manage Paid Advertising Campaigns
- 2) **Offline Marketing:**
 - Newspaper Advertising Campaigns
 - Create/Publish Press Releases (Arabic)
 - Create/Advertise Health Packages
 - Develop Brochures, Flyers Content & Design Concept
- 3) **Medical Activities & Events:**
 - Arrange for Medical Check-ups with other Organizations
 - Plan Events for Annual Anniversary and other Celebrations

Oct, 16
Aug, 18

Marketing Executive - Designing & Communication **Royal Bahrain Hospital**

1. Create/Manage content on Social Media
2. Create/Manage Online Advertising Campaigns on Social Media
3. Create/Update reports on Social Media growth
4. Designing Advertising Materials for KIMS Bahrain Healthcare Group and GCC.
5. Create/Design Newsletters, Leaflets, Brochures and Monthly Packages

EDUCATION

Sep, 2011
June, 2016

Business Marketing - Bachelor Degree
Bahrain Polytechnic



CONTACT DETAILS

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PROFESSIONAL SKILLS

Research and Analysis



MS Word, Excel
and PowerPoint



Graphic Designing
(Adobe Photoshop
and Adobe Illustrator)



Communication and
Public Speaking



Problem Solving



Punctuality & Appearance



LANGUAGES

English and Arabic

