

Ruba Abu Shawish

Social Media Specialist/
Content Writer

Contact

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WWW

<https://www.upwork.com/freelancers/~01a2ef19c8a3b7>

Skills

Exceptional copywriter

Strategic content planning

Web Content

Content management systems

Knowledge of content
management

Organization and Time
Management

Excellent Communication

Punctual, passionate, with great potentials, exceptional skills, and willing to learn new things.

I was born ready to take in challenges and tasks and turn them in right on time.

Count on me to deliver well-crafted content, professional translation, and create the perfect customer experience.

Work History

2021-08 -

Current

Social Media Specialist

Bakkah Learning, Riyadh, Saudi Arabia

- Strategized social media campaigns, helping to meet goals and reach untapped potential customers.
- Developed social media calendar, which included scheduling email blasts, social media posts, marketing campaigns and website updates.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Analyzed and reported social media and online marketing campaign results.
- Increased audience engagement with brand websites by finding and integrating relevant videos, tweets and other online content.
- Wrote social media content to increase engagement with customers.
- Created social media content with consistent content and tone.
- Implemented and maintained editorial calendar for clients' social media channels, which helped clients reach KPIs.
- Posted new content for products and services when managing marketing and release calendars.
- Boosted company's Twitter page
- Developed and implemented well-received email marketing blasts, resulting in increase in monthly sales revenue.
- Answering Customers questions through comments and DMs

Freelancer; Content Writer/

Decision Making

Critical Thinking

MS Office

Data Entry

Problem-Solving

Multitasking Abilities

Written Communication

Daily operations oversight

Meeting participation

Virtual communities

Campaign analysis

Social media expert

SEO proficiency

Email Marketing

Cat Tools

Translator/Creative Copywriter

Freelancer/ Upwork

- Writing all kinds of content; academic, promotional, creative, etc..
- Translate documents on different matters from English to Arabic and vice versa
- Adding subtitles to videos and merging it with the original video
- Doing Voice - Over
- Proofreading

Content Writer

ThirdWeave Cafe, UAE

- Coming up with interesting promotional content.
- Help the other departments with all kinds of content
- Copywriting for posts
- Coming up with ideas for seasonal events

Community Manager

Darza, UAE

- Created content for different Social Media Platforms.
- Creating content Calender on monthly basis
- communicating with customers through different platforms
- launching Facebook Campaigns

Social Media Manager

Move Training Academy, France, Paris

- Analyzed and reported social media and online marketing campaign results.
- Developed marketing content such as blogs, promotional materials and advertisements for social media.
- Created actionable plans to grow and maintain followers through Twitter, Facebook and Instagram.
- Analyzed marketing plan and social media strategies to identify strategic weaknesses and make recommendations for improvements.
- Answer customers inquiries through different platforms.
- Preparing content for designers.
- Coming up with ideas to campaigns

2021-01 -
Current

2020-01 -
2022-05

2021-12 -
2022-04

2020-08 -
2021-02

English Instructor

UNRWA, Gaza, Palestine

- Evaluated students' abilities and grasp of English language, keeping appropriate records and preparing progress reports.
- Taught English language to [to college students from different majors](#)
- Developed lesson plans and adapted curriculum to meet individual needs of students
- Assigned books and other materials to improve reading comprehension.
- Employed diverse teaching approaches to help students of all abilities understand material.
- Improved student performance by defining clear goals and communicating performance metrics.
- Initiated, facilitated and moderated classroom discussions for college-level English students.

Education

2019-02 -
2020-07

Associate of Arts: Education

Al-Aqsa University - Palestine

- Passed my exams with a GPA of 90%

2016-10 -
2019-07

Associate of Arts: Literature

Al-Aqsa University - Palestine

- Passed exam with a GPA of 93.2%