

Maram Nabil Esmail

DIGITAL MARKETING | CREATIVE WRITING | TRANSLATION



Address

North gaza, Gaza strip,
Palestine

Contact

T: +970597659507
E : maramnismail@gmail.com

Date of Birth

17/04/1992

EDUCATION

Translation diploma

Islamic university
2015 - 2016

Education diploma

Education diploma
2015 - 2016

English language literature

Alazhar university
2011 - 2015

SKILLS

- Microsoft office
100%
- Instagram, Twitter, Facebook, Pinterest, YouTube, TikTok
100%
- Sprout Social, Hootsuite
100%
- Google Analytics
100%
- Google Docs, Google Sheets
100%
- SEO
100%
- Paid social media advertising
100%
- Data analytics
100%

Profile

Maram is a Digital Marketing specialist from Palestine, who is an expert in Social media management and creative content writer with great experience for 3 years.

Maram is a motivated, hardworking, self-starter person who is reliable, creative thinker, problem solver, detail-oriented, always eager to learn new trends, have a solution-driven-mindset and passionate about what she does

Maram's work begins precisely from a strategy that gradually promotes a product or service, defining tactical measures and positioning the company.

SMM is key to scaling, growing, and staying relevant today. she create content, that matters, make advertising that works. We create effective photos and videos for promotion.

More quality traffic to the website - is more online sales. she can help to make a website or online store effective

WORK EXPERIENCE

22/7/2021 - TILL NOW
Gaza Strip
Social Media Manager and Content writer for Qonsultus Robksa

17/6/2021 - TILL NOW
Gaza Strip
Ads Manager for ROB LUXURY STORE
Robksa

- Converted qualitative user feedback on social media channels to actionable recommendations for the SEO team to create content that was relevant to our customers
- Managed a budget of \$500,000 annually for paid social media posts which generated nearly \$1.5M in new business

06/6/2021 - TILL NOW
Gaza Strip
Social media manager and content writer for ROB LUXURY STORE
Robksa

- Was responsible for strategic planning, content strategy, and execution of posts across YouTube, Instagram, Twitter, Facebook, and TikTok
- Through testing and data analysis identified the best performing channels and doubled down on those channels resulting in a total ROI lift of 35%

2/2021 - 6/2021
Gaza Strip
content writer and social media manager
shomer company

- Write, edit and publish content for websites, blogs, videos, social media posts/campaigns.
- Create content that motivates, inspires, educates, informs, sells, and simply, provides information, across a wide variety of digital platforms
- Work closely with the digital marketing team to produce content that generates results
- Use your editing, content management, and HTML skills to publish and edit content across various digital platforms
- Use my knowledge of SEO and content development to create digital content that helps us get found via search engines, and showcases our company as a leader within the industry

TRAINING COURSES

- Digital marketing at business and technology incubator.
- American Accent & pronunciation at alsalam center.
- Creative Writing at althoraya for communication and media center.
- Media Translation at althoraya for communication and media center.
- How to debate and Public Relations at Islamic university.
- Operating system & Application program at Almostaqbal computer center.

QUALIFICATIONS

- advertising
- content writing
- marketing
- media
- communications
- journalism

LANGUAGES

- Arabic (Native)

- English (Fluent)


REFERENCES

Ms.Yasmin Abu Sayma

Freelancing trainer

Phone.No: 059245890

Email: yasmin.abusayma@gmail.com

**01/6/2021 -
30/6/2021**

Gaza Strip

facebook ads manager

Rook UAE

- Build and launch Facebook / Instagram Ads
- Help create weekly and monthly reports
- Recommend new strategies based on data and testing
- Launch and monitor Facebook tests
- Help with new emerging channels, such as Pinterest
- Work with other departments (e.g. product development, creative and merchandising) to ensure goal and strategy alignment, as well as to maintain brand identity
- Do Google Analytics analysis
- Help set up processes
- Have at least 4 hours overlap with US working time hours (Pacific

1/2018 - 4/2019

Gaza Strip

English language teacher

Ministry of education

- planning, preparing and delivering lessons
- preparing teaching materials
- organising and running specialist courses
- attending social events

5/2014 - 7/2014

Gaza Strip

Public relation officer

Public relation officer

- planning publicity strategies and campaigns
- writing and producing presentations and press releases
- dealing with enquiries from the public, the press, and related organisations

2/2013 - 4/2013

Gaza Strip

Media spokesperson

Gaza's Arak Project "Building Hope"

- Arrange and Attend Press Conferences
- Manage Public Information
- Present the Organization's Message

INTERESTS



Travel



Building
Connections



Networking



Reading



Writing

SOCIAL SKILLS

- strong verbal communication skills for articulating ideas to colleagues and clients
- excellent written communication skills for producing high quality content
- attention to detail and accuracy
- the ability to work independently and flexibly
- the capacity to prioritise and work across multiple projects
- the ability to work as part of a team
- organisational skills with the ability to deliver a high volume of quality work
- creative skills for contributing new and innovative ideas
- the ability to work well under pressure and meet deadlines
- networking and analytical skills
- knowledge of existing and emerging social media platforms
- excellent IT skills.

MARKETING SKILLS

- A Solid Understanding of Search engine optimization (SEO)
- Strong Research Skills
- The Ability to Meet Deadlines
- Editing, Editing, and More Editing
- Social media management
- Content Management Systems
- Content creation and writing skills
- CRM / Retention marketing
- UX / Customer experience
- Marketing plan
- googleand social media ads