



SALLY M. EL-HATO

Email and Social media Marketing

MORE ABOUT ME

Hi! A creative and collaborative digital marketing specialist. Expert in driving growth and raising brand awareness through customer-centric campaign strategies. Specializing in cross-channel marketing, email marketing (lead generator), and social media management. Excellence at balancing multiple tasks while providing top-level organization, interpersonal, and communication skills.

PROFESSIONAL SKILLS

- Email Marketing and Customer Care
 - Subtitling and Transcription
 - Administrative support
 - CAT Tools
 - Translation
- MS office, M PowerPoint, Google Drive, Google Sheets
- Slack, Asana, Email, Hubspot, Mailchimp
 - Can work with tight deadlines
- Marketing strategies content and Business plan

LET'S COLLABORATE!

Number: 0599846308

Email: sally9.1996@gmail.com

LinkedIn: Sally EL-Hato

PERSONAL INTERESTS

Movies

Music

Reading

Swimming

Running and Meditating

Chatting with my family, friends, work friends

WORK EXPERIENCE

Line Motion

Social Media Coordinator (Sep. 2021- Present)

- Develop, implement, and manage social media. Created plans, Proposals, and strategies for project efficiency.
- Establishing a database for targeted customers.
- Translation.
- Tracking campaign results and creating reports
- Identified new media opportunities and social networking opportunities.
- Establish excellent media relations, marketing, and networking skills.

Krateen Co.

Email Marketing and Marketing Strategy developer

- Email marketing and contacts with clients
- Liaise with customers to clarify projects parameters, assist with any queries or changes in the project scope.
- Establishing a database for targeted customers.
- Organize and schedule meetings and workshops.
- Developed project ideas and plans in conjunction with the content and designers team.
- Created plans and strategies for project efficiency.
- Business Proposals writing and translation.
- Develop, implement, and manage Social Media strategy.
- Tracking campaign results and creating reports.

LANGUAGE SKILLS

Mother tongue(s): Arabic

English

LISTENING: C2 READING: C2 WRITING: C1

SPOKEN PRODUCTION: C1

SPOKEN INTERACTION: C2

EDUCATION AND COURSES

AL-AZHAR UNIVERSITY

Bachelor degree in English Literature
(2014–2018)

AL-AMIDEAST

Skills of Success Course (2019–2020)

GAZA SKY GEEKS

Cat Tools Bootcamp (2020)

AL-AMIDEAST

Virtual Entrepreneurship Immersion
Program (2021)

Organizational skills

Main Occupational Skills covered:

- Writing English with excellent grammar and spelling.
 - Speaking English fluently and being capable to convey ideas and concepts clearly.
 - Translating from Arabic into English and vice versa in different fields including academic, literal, economic, media, legal, and medical areas.
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- 60-hour Business English training (10–11–12 Levels)
 - 120-hour Skills for Employability
 - Communication skills. • Teamwork. • Time management.
 - How to deal with pressure and stress. • Personal competencies.
 - Active listening skills. • Emotions management.
 - Problem-solving. • Leadership
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- Smartcat tool
 - MemoQ
 - SDL Trados
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- Week one: Vision and Design Thinking
 - Week Two: Entrepreneurship 101 and Youth Entrepreneurship Panel.
 - Week Three: Business Model Canvas.
 - Week Four: Business Plan Development.
 - Week Five: Finance and Funding.
 - Week Six: Marketing and Pitching.
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- Good organizational skills gained as a translator.
 - Good team-leading and management skills gained as a Marketing team member at Krateen CO.
 - Problem-solving skills and finding solutions for clients' challenges gained as an Email Marketer and Customer Care.
 - Creating and keeping deadlines skills gained as a Freelancer.
 - Efficient and discreet management of the schedules; of actions to be taken; tracking of progress on planned meetings with clients and follow-up with focal points as an Email Marketer.
 - Research skills as a Marketing Strategies content writer and a
 - Lead Generator.



Job-related skills

- Excellent command of spoken and written English.
- Experience in email marketing, managing social media platforms, and public relations.
- Communication and collaboration tools including Slack and Asana.
- MS Office applications, Google application (Docs, Slides, Sheets, Forms).
- Organizing and planning workshops, programs, and field trips Writing daily weekly and monthly reports.

Communication and interpersonal skills

- Building trust to effectively communicate with beneficiaries and clients.
- Speaking Skills when communicating verbally with clients and team meetings.
- Providing or accepting feedback.
- Communicate my demands clearly and persuade effectively. Open-Minded and listening skills when meeting and negotiating with clients and other parties.
- Translating ideas thoughtfully and coherently.

REFERENCE

Ahmed Lafi

CEO of Krateen Company

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Ziad A Bakri

Amideast Gaza/ English Language & Training Program

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Jess Erickson

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