

Personal Information

Ghadir Taja

Technology Copywriter & Social media Specialist



Ruken Aldeen – Damascus, Syria



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Sex Female | Date of birth 05/Jan/1997 Nationality Syrian Martial Status Single

Personal Statement

Looking for a position in Operation management or Marketing, to provide my skills And academic knowledge to help the company in achieving its goals and objectives, as well as gaining informative experience to strengthen my work Life.

Education

2017 - 2019

Bachelor in Operation Management (OM)

Higher Institute of Business Administration (HIBA) – Damascus, Syria GPA: 71%

2014 - 2016

Preparatory Certificate in Management

GPA: 65%

Higher Institute of Business Administration (HIBA) – Damascus, Syria

2013 - 2014

Literature Baccalaureate

Dar Al-Salam School

Work Experience

2 AUG 2023 – Till now

Social Media Specialist

Madfox company – Marketing & Social Media Department

My Tasks were:

- Write clear, attractive copy with a distinct voice.
- Interpret copywriting briefs & collaborate with designers, PR and other professionals on large - and small - scale marketing projects
- Conduct high-quality research and interviews.
- Edit and proofread copy as needed.
- Use SEO principles to maximize copy's reach.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, and messaging and audience

identification.

- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds meaningful connections and encourages community members to take action.
- Setup and optimize company pages within each platform to increase the visibility of company's social content.
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules.
- Continuously improve by capturing and analyzing the appropriate social data / metrics, insights and best practices, and then acting on the information.

10 Apr 2023 – 1 OCT 2023

Social Media Specialist

Sirii Card company – Marketing & social media Department

2016- Till now

Private Teacher for School students

5 Dec 2020 – 31 July 2023

Copywriter & Social Media Specialist

Takamol company – Marketing & social media Department

My Tasks were:

- Write clear, attractive copy with a distinct voice.
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- Conduct high-quality research and interviews.
- Edit and proofread copy as needed.
- Use SEO principles to maximize copy's reach.
- Build and execute social media strategy through competitive research, platform determination, benchmarking, and messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or HTML) that builds,
- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Moderate all user-generated content in line with the moderation policy for each community
- Create editorial calendars and syndication schedules.
- Continuously improve by capturing and analyzing the appropriate social data / metrics, insights and best practices, and then acting on the information.

1 Jul - 1 Nov 2020

Marketing SEO Specialist (Website – YouTube)

Spacetoon Group – Marketing & PR Department

My Tasks were:

- Develop optimization strategies that increase the company's search engine results rankings
- Research SEO keywords to use throughout the company's website and marketing materials.
- Set measurable goals that demonstrate improvement in marketing efforts.
- Monitor daily performance metrics to understand SEO strategy performance.
- Efficiently communicate with other marketing professionals to align goals.
- Collaborate with others within the marketing department to manage SEO strategy.
- Write compelling and high-quality website content, including blog posts and page descriptions.
- Update content and website links for maximum optimization and search engine rankings.
- Create content for social media channels, such as online competitions, and contests.

14 - 28 Jan 2020

Training in Marketing & Customer service

Bemo Saudi Fransi Bank, Damascus – Syria.

15 July –17 Aug 2016

Marketing Trainee

General Authority for Taxes and Fees – Employees Affair, Damascus – Syria.

20 Sept –20 Oct215

Marketing Trainee

Dar El Fikr Publishing & Distribution – Marketing Department, Damascus – Syria.

Research Projects

- 2019 The impact of lean manufacturing on competitive advantage strategies.
- 2018 The importance of marketing information systems in the marketing decision-making process.
- 2017 The effect of the promotion on the consumer buying decision.

Voluntary Experience

- 24 June 2017 – 2021 Syrian Red Crescent - Psychological Support Section.
- 2016 SOS Children Village – Psychological Support.

Personal Skills

Mother Tongue: Arabic

Communication Skills

	UNDERSTANDING		SPEAKING		WRITING
English	Listening B2	Reading: C1	Spoken interaction: B2	Spoken production: B2	B2
French	Listening A2	Reading: A2	Spoken interaction: A2	Spoken production: A1	A1

- Confident, articulate, and professional speaking abilities.
- Empathic listener and persuasive speaker.
- Writing creative or factual.
- Speaking in public, to groups, or via electronic media.
- Good presentation and negotiation skills.
- Skilled at evaluating options and generating solutions.
- Strong problem-solving and analytical skills.

Digital Skills

	SELF-ASSESSMENT				
	Information Processing	Communication	Content Creation	Safety	Problem Solving
	Independent User	Proficient User	Independent User	Independent User	Independent User

- Good command of photo editing software such as Photoshop.
- Good command of office suite (word processor, spread sheet, presentation software
- Professional Excel – Syrian Computer Society.
- ICDL certificate Syrian Computer Society.
- Accounting Course – Ibn Al-Haytham Centre.
- HTML – Programing Language.
- comprehensive marketing program - RAMO Business Services - RBS

Other Skills

- Teamwork/Team Player skills:
 - Possess strong commitment to team environment dynamics with the ability to contribute expertise and follow leadership directives at appropriate times.
 - Thrive in a team environment and work well with others.
 - Enjoy working as a team member as well as independently.
- Flexibility.
- Persuasion.