

# Rita Helal

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## Personal Statement

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Account executive seeking an exciting and fulfilling career in digital marketing. Passionate about self-improvement and transforming business challenges into opportunities. Eager to enhance my knowledge of digital enterprise in the trending technology, I have joined the SAP Young Professionals Program and gained certifications. Goal oriented with a drive to succeed, I am currently handling a number of clients for which I provide Social Media and Copywriting services. However, my yearning for gaining experience and professional skills does not end here, which is why I would like the opportunity to join your organization and become a part of the Digital Marketing Content.

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## Education

### Master of Information systems (Part Time)

**2015- Current**

Deakin University, Melbourne

*Completed after work hours*

### Bachelor of Commerce

**2011 - 2014**

Deakin University, Melbourne

- **Major:** Marketing
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## Skills

- Strong Communication Skills
  - Excellent interpersonal Skills
  - Strong Organisational Skills
  - Business Process Analysis
  - Customer relationship building
  - Problem Solving Skills
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## Relevant Experience

### Freelance Social Media and Copywriting

**June 2018- Current**

Reach (*Executive Search*)

IVC (*Investment Firm*)

Doorway (Charity Foundation)

- Build strong, long-term client relationships and maintain frequent contact
- Set digital strategies for customers, considering their specific requirements
- Suggest, design and implement digital projects to increase customer ROI
- Address client queries effectively and in a timely manner
- Optimize web content to increase traffic and improve SEO
- Present social media strategies to clients
- Report on web performance metrics
- Analyse digital campaigns success
- Stay up-to-date with digital technology trends

- Create copywriting content targeted at optimising SEO

**SAP Associate Consultant trainee**

**April 2018- June 2018**

SAP

- SuccessFactors Certification
  - Hybris Certification
  - Problem solving techniques and skills
  - Innovative & Design thinking
  - Social selling
  - Public speaking and presentation
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**Account Executive**

**July 2017 – April 2018**

Tailor Group (Melbourne)

*Digital Marketing Agency*

- Understanding business requirements to guide the digital marketing strategy
  - Assist in creating marketing strategies that align with the business requirements
  - Create marketing campaigns
  - Create creative content ensuring the campaign generates sales/ conversions
  - Present marketing campaigns to clients
  - Maintain relationships with clients
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## Employment History

### Marketing Executive

Leo's Spaghetti Bar (Melbourne)  
*Italian Restaurant*

**March 2015– May 2017**

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- Planning meetings and trade shows by identifying, assembling and coordinating requirements; establishing contacts, developing schedules and assignments & coordinating mailing lists
  - Planning and executing Leo's events.
  - Establishing, managing and controlling Leo's social media strategy
  - Creating and updating various marketing materials such as brochures, events material, etc...
  - Managing Website Content

## References

References available on request.

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