

Sarah Jadid

+96178829289 · sarahajadid@gmail.com

EDUCATION

Bachelor's Degree, Arabic Language and Literature

Lebanese University 2018-2021

Relevant Courses Taken: Techniques of Expression- Methodology of Research- Introduction à la Linguistique - Metric and Rhythm

SUMMARY

As an Arabic and English Content Specialist, I'm excited to use my passion of writing and creative approach to help your company make great marketing efforts and grow its client base. I have built up my skills in content creation, digital marketing, and SEO strategies. I have a track record of coming up with interesting stories for both digital and print media. As a natural leader and a team player who works well with others, I am dedicated to getting great results and building strong partnerships to reach business goals.

PROFESSIONAL EXPERIENCE

Digital Future LTD - Book and Periodical Publishing

August 2023 - Present

Ads Copywriter and Content Creator

- Led ideation and conceptualization efforts to enhance product appeal and drive sales.
- Contributed valuable insights and ideas during campaign planning meetings, shaping strategic launch plans.
- Produced high-quality ad copies for various social media channels to maximize engagement and sales.
- Played a key role in crafting compelling meta descriptions and product descriptions for effective online presence.
- Translated product copies into English to facilitate market entry into Lebanon.
- Developed and maintained a structured content calendar, optimizing content categories based on audience response.
- Collaborated closely with the graphic designer to ensure alignment with the overall vision of the brand.
- Assisted the art director in scriptwriting and storyboarding for ad videos, actively participating in the creative process.
- Proficient in Gulf and Saudi accents, tailoring communication to effectively resonate with target audiences in these primary markets.

Impact Fundry - Venture Capital & Private Equity Principals Content Marketer

Mar - August 2023

- Made a 3-month content plan, including pitch decks, and put it into action. Leading to higher sales growth and brand awareness.
- Led the creation of the services page on the website, making sure it is easy to understand and followed best practices in the business.
- Managed the social media team, using KPIs and SEO methods to drive engagement and following growth on multiple platforms.
- Used creative content ideas on LinkedIn, which led to more brand exposure and fans and showed ability to connect with a larger audience.
- Wrote a compelling new-product launch description.
- In charge of improving the CEO's personal brand on LinkedIn by making strategic material that fits with the organization's goal.

Upwork Inc.

March 2021 - Present

Independent Content Marketer & Translator

- Developed Website Content for a tech company based in Denmark.
- Developed engaging marketing content, including promotional scripts, application reviews, and audience-specific profiles for clients.
- Developed promotional scripts and application reviews
- Created engaging, humorous marketing content in a retail company's voice

Rezlan UAE**Nov 2019 - Mar 2021****SEO Content Writer**

- Utilized best SEO practices to optimize online content and improve search rankings for the company's website and online platforms.
- Wrote persuasive product descriptions, engaging captions, and informative blog posts to promote the company's products and services.
- Built website content such as "About Us" pages and landing pages to effectively communicate the company's message and mission to visitors.
- Created SEO-friendly headlines for blog posts, articles, and other content to improve visibility and engagement.
- Developed an expertise in content management systems, particularly WordPress, to effectively manage and update the company's website.
- Contributed to the growth and success of the company's digital marketing efforts through the creation of high-quality, optimized content.

Travooo**Nov 2019 - Mar 2021****Part-time Content Developer**

- Researching industry-related topics.
- Preparing well-structured drafts using digital publishing platforms.
- Editing and proofreading written pieces before publication.
- Conducting keyword research and use SEO guidelines to optimize content.
- Suggesting new ways to promote company offerings and to reach consumers.
- Writing effective and eye-catching copy to promote company products/services.

Ibad Al-Rahman Association**Nov 2019 - Mar 2021****Copywriter**

- Heading media campaigns and collaborating with media committee.
- Scriptwriting for various projects based on client requirements.
- Monitoring content success and progress.

SKILLS GAINED

- **Local SEO:** Identifying keywords-keyword tools-GMB profile- Hyper boosting GMB profile- getting and managing reviews for higher ranking- business listing- creating a holistic page experience for visitors- SEO technical must-have's for site- optimizing site with tags- getting local backlinks- writing website content that addresses searcher intent- building local authority for business.
- **SEO Link Building:** Link analysis tools- link popularity- PageRank algorithm- link elements- link placement- creating the perfect link- finding value in link analysis- Real vs. Fake links- local pages and directory links- working with bloggers- creating link bait- social networking links- growing site traffic with strong links.
- **Business Writing:** This course teaches how to apply the top ten principles of good business writing to work, how to deploy simple tools to dramatically improve writing, and how to execute organization, structure, and revision to communicate more masterfully than ever. It teaches how to deliver ideas with the clarity and impact they deserve.