

SARI MAHMOUD

SOCIAL MEDIA EXPERT

CONTACT

✉ sarimahmoud3@gmail.com
☎ +971585846734 - +96170763937
in Sari Mahmoud

PERSONAL SKILLS

Fast learner
Ability to work under pressure
Excel in teams
Interpersonal communication skills
Negotiation skills

COMPUTER SKILLS

Microsoft Word, Excel, PowerPoint,
Adobe Photoshop

PROFILE

A social media and digital marketing enthusiast with more than 6 years of experience optimizing content for high-profile clients in the middle east. Possess a B.S in Business Administration with expertise in social media analytics. Adept at coordinating content with a keen eye for details, and excellent communication skills dealing with clients.

EXPERIENCE

**Canvas Mixed Media
Diriyah Biennale Foundation
Social Media Manager**

Nov 2021 - April 2022

- Develop creative and engaging social media strategies
- Manage the day-to-day handling of all social media channels such as LinkedIn, Facebook, Twitter, Instagram, Tiktok and YouTube, adapting content to suit different channels.
- Oversee, plan and deliver content across different platforms using scheduling tools such as Social Bakers.
- Create engaging multimedia content across multiple platforms
- Develop, launch and manage new competitions that promote Diriyah Contemporary Art Biennale
- Encourage collaboration across teams and departments
- Live-covering workshops and events
- Report and analyze the project's performance across all social media platforms

**Annahar Newspaper
Social Media Executive**

May 2021 - Sept 2021

- Converted the website articles and news to social media content
- Created social media posts to generate more traffic to the website and increase the page performance
- kept abreast on the latest news and be the first to post about it
- Coordinated internally with different departments, with writers and editors to assure that everything is going as planned
- Monitored the google analytics of the website to know the top-performing content and find ways to push for more traffic

EDUCATION

LEBANESE AMERICAN UNIVERSITY LAU - DIGITAL MARKETING PROFESSIONAL ASSOCIATE DIPLOMA (2020)

Program that helped me gain a thorough understanding in social media outlets (SEO, E-mail marketing, paid search, online media) to help achieve better ROIs for clients and reach new audiences.

BEIRUT ARAB UNIVERSITY 2010 - 2014

Bachelor of Business Administration,
Banking & Finance

Accelerate ME Online Account Manager

Nov 2018 - April 2021

Al Rajhi Takaful - Budget Saudi – Elaf Hotels (KSA) – Il Capo Coffee – Pizza Hut Saudi – Marriott Courtyard Riyadh – Hummel KSA

- Creating and launching multi-channel campaigns/ads
- Establish & execute new digital strategies for our clients on a yearly manner to keep the pages fresh and featuring the latest trends
- Create & develop monthly content calendars for each brand
- Managing different SM platforms at the same time
- Ensure that the operations of the campaigns are running smoothly
- Collect valuable data from social media campaigns and delivering monthly detailed reports
- Keeping the moderators aware on the latest news related to our brand and supervise their work
- Follow up with different departments to ensure all the inquiries are delivered on time

Webedia Arabia Community Manager

June 2015 – Oct 2018

**L'Oréal (Kérastase / La Roche Posay / Clarisonic / Urban Decay / Kiehls)
Group Seb (Tefal Middleeast)
Accor Hotels (Accor regional page / Novotel Abu Dhabi Al Bustan / Novotel Deira City Centre)
Nestle Middleeast (Purina Arabia)
Edgewell Middleeast (Schick Male / Hawaiian Tropic / Banana Boat)**

- Come up with engaging campaigns
- Present monthly reports (KPIs, SM Report, Benchmark, Quarterly Reports, TOQs, FAQs, Moderation)
- Work on the monthly calendars (visuals, captions, hashtags...)
- Stay up to date with the latest trends and algorithms
- Meet with the clients regularly
- Monitor all social media platforms at all times (during business and non-business hours)
- Propose ideas that drive users to buy our products
- Manage multiple platforms at the same time
- Content creation (web-ready content, title tags, and descriptions...)
- Contribution in building social media strategies and pitching