



# SARA WEHBI

## Marketing And Advertising

### My Contact

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📍 Doha, Qatar

### Hard Skill

- Event Management
- Klear
- Microsoft Suite Photoshop - Adobe
- Excel
- Canva
- Zoho

### Soft Skill

- Observation
- Decision making
- Communication
- Multi-tasking
- Influencer Marketing
- Persuasive

### Education Background

Rafik Hariri University | Sep 2017 - June 2020  
*Bachelor's in Marketing and Advetising*  
Completed in 2020

### Certificates

**Certified in Project Management, 2020**  
Reach Academy | Canada  
**Certified Marketing Specialist 2021**  
Reach Academy | Canada  
**Visual Merchandiser**  
Udemy | Oct 2020 - 2021

### About Me

Experienced and energetic Marketing and Advertising graduate, effectively managing marketing projects from conception to completion. I have worked within sales teams to brainstorm, plan and execute innovative projects for our clients. The scope of my work so far has been in the events industry and influencer marketing industry. I am organized, and a hard worker, adaptable to diversity and challenges, and with a skill set that suits your requirements. Looking to utilize my existing skills and bring my enthusiasm and readiness to learn more

### Professional Experience

**Creatives Amplified | Social Media & Production Executive**  
*March 2022 - Present*

Key responsibilities:

- Creating content for your social media channels.
- Brainstorm, generate, and release content on each of a given company's social media accounts.
- Direct contact with influencers for any upcoming event that needs to be sorted.
- Managing accounts for different brands on their social media.

**Agence Publics Qatar | Project Coordinator**  
*Sep 2022 - Feb 2022 (Freelancer)*

Key responsibilities:

- Developing new promotional campaigns for multiple clients.
- Managed the entertainment performance during the closing ceremony for FIFA World Cup Qatar 2022
- Responsible for tenders Client servicing for all Qatar Foundation events
- Organized events for Qatar Airways.

**Pate Sucree | Event Coordinator**  
*Sep 2021 - 2022*

Key responsibilities:

- Exceeded expectations for customer needs.
- Motivated a team of high performing sales executives.
- Responsible for 360 events and ceremonies.
- Determined the cost, arranging event services, and monitoring client approval

**MDLBEAST | Influencer Coordinator**  
*Sep 2021 - Dec 2021*

Key responsibilities:

- Strategized with team to create a business plan.
- Supported in content creation of over 50 influencers.
- Studied the after sales and traffic insights.
- Achieved a revenue of over 3 million Saudi riyals in ticket sales.
- Finalized the clipping report.
- Utilized the program "Klear" to choose suitable influencers.

## Language

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**Arabic**

*Native*

**English**

*Fluent*

**French**

*Advanced*

Freelancer | Social Media - Graphic Designer  
*2020 – Present*

Key responsibilities:

- Completed 100 posts in 1 month.
- Designed the skin and facial care ads of the brand "Hour Al Ein".
- Analyzed social media campaigns and activities using photoshop to promote engagement.
- Re-branding.