

# Tala Ladki

## SOCIAL MEDIA MANAGER

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### PROFESSIONAL SUMMARY

*A highly accomplished and results-driven Social Media Manager with almost nine years of experience in developing and executing successful social media strategies, building brand awareness, increasing engagement, driving website traffic, content direction and community management.*

**Phone:**  
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### SKILLS

- Strategic Planning & Execution
- Communication
- Content Creation & Strategy
- Digital Marketing Proficiency
- Campaign Management
- Community Management
- Data Analysis and Problem-Solving
- Stakeholder Engagement
- Organisation & Planning
- Adaptability

### EDUCATION

#### University of Chester

Master of Arts in Creative Writing and Publishing Fiction, 2024

#### American University of Beirut

Bachelor of Arts in Media and Communications, 2016

### PROFESSIONAL EXPERIENCE

#### Work Experience - Penguin Random House

May, 2025 - June 2025

- Supported on day-to-day tasks at Cornerstone's Publicity department related to research, mailing and organisation

#### Founder and Editor - Wijdan

January, 2025 - Present

- Founded Wijdan, an online literary journal for Arab writers across the globe
- Edit all submissions with authors as needed
- Manage online presence across website and Instagram, as well as managing partnerships and media

#### Freelance/Project-Based Marketing Manager - Quarter8

March, 2020 - Present

- Developed and executed strategic communication plans to increase brand visibility and engagement
- Created engaging and impactful content tailored to diverse audiences and platforms
- Developed and implemented data-driven marketing campaigns across multiple channels
- Managed projects from inception to completion, including planning, execution and stakeholder communication, consistently delivering results for nonprofit and commercial clients including F&B sector as well as UNDP, Masar, Afaal, Regie and other organizations
- Analysed metrics to identify trends, insights, and opportunities

#### Social Media Expert - The Policy Initiative

February, 2022 - October, 2023

- Developed and executed strategic communication plans to increase brand visibility and engagement
- Developed and implemented data-driven marketing campaigns across multiple channels
- Analysed metrics to identify trends, insights, and opportunities

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## PROFESSIONAL EXPERIENCE

### **Digital Marketing Consultant - Amnesty**

July 2021, - December 2021

- Developed and implemented data-driven marketing campaigns across multiple channels, thereby increasing participation in online courses significantly

### **Digital Marketing Consultant - World Learning**

October, 2020 - November 2021

- Managed the online presence of the project on several platforms by creating relevant content and disseminating it in a timely manner
- Analysed metrics to identify trends, insights, and opportunities
- Engaged with audience online by replying to comments and messages promptly

### **Part-time Digital Communication Officer - The A Project**

October, 2020 - June, 2021

- Developed and implemented strategic communication plans by creating engaging and impactful content tailored to diverse audiences and platforms
- Developed and implemented data-driven marketing campaigns across multiple channels
- Analysed metrics to identify trends, insights, and opportunities

### **Community Manager - Music, Arts Design**

February, 2019 - September, 2019

- Developed and executed strategic communication plans to increase brand awareness and engagement
- Created engaging and impactful content tailored to diverse audiences and platforms along with the designer
- Analysed metrics to identify trends, insights, and opportunities
- Organized a series of successful events

### **Performance Executive - OMD MENA**

November, 2017 - December, 2018

- executed multi-channel paid advertising campaigns for prominent international brands

### **Social Media Executive - OMD MENA**

February, 2017 - December, 2017

- Developed and maintained content calendars to ensure consistent and strategic content delivery across multiple platforms
- Cultivated and managed online communities, fostering positive audience relationships and driving engagement
- Leveraged data analysis tools to extract and analyse data

### **Social Media Intern - Mindshare MENA**

November, 2016 - December 2016

- Contributed to the development and execution of content calendars
- Assisted in data analysis
- Played a key role in fostering online communities by assisting with community engagement