

SALMA ZAHRA

MARKETING PROFESSIONAL | BRANDING, CONTENT & SOCIAL MEDIA | DESIGN

CONTACT

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EDUCATION

HUMBER COLLEGE

Bachelor of Digital Communications
Media Communications Diploma

SKILLS

- Mailchimp
- Hootsuite
- Microsoft Office
- Google Analytics
- Hubspot
- Wordpress
- Adobe Creative Cloud
- Figma
- Copywriting
- Canva
- Communication
- Multi-tasking
- Fluent in Arabic
- Proficient in French

EXPERTISE

- Leading creation of social media strategies driving engagement, follower growth, and brand reputation alignment.
- Developing comprehensive branding strategies resonating with target audiences. Analyzing metrics such as KPIs, error rates, click-through rates, and CSR index and market trends to inform targeted marketing initiatives.
- Collaborating across teams and adept in diverse social media platforms. Ensuring visual brand consistency across all marketing channels with versatile graphic assets.

PROFILE

Experienced marketing professional with 5 years of diverse expertise. Passionate about email marketing's ability to engage audiences, I am eager to leverage my skills as an Email Marketing Coordinator. Skilled in marketing operations, relationship building, and driving results, I thrive in dynamic digital environments.

PROFESSIONAL EXPERIENCE

SHIFT LEADER & BARTENDER

Cactus Club Cafe | Sep 2018 - Present

- Climbed the hospitality ladder by receiving frequent promotions, moving from a hostess to bar leader.
- Excelled in a dynamic, customer-centric environment, emphasizing adaptability and the ability to work under pressure.
- Implemented targeted promotional activities during shifts, contributing to increased sales and customer engagement.
- Utilized social media platforms to promote special events and offers, showcasing digital marketing skills.

GRAPHIC DESIGN INTERN

Florence University of the Arts | Apr - Jun 2021

- Collaborated on the development of rebranding Officina Profumo Farmaceutica Santa Maria Novella.
- Applied strategies to the rebranding project, ensuring alignment with marketing goals and target audience preferences.
- Managed campaign content and virtual marketing strategy discussions, contributing creative insights to enhance the brand's online presence.

GRAPHICS AND SOCIAL MEDIA INTERN

Nickerson Institute | Apr - Aug 2021

- Developed and executed social media campaigns and creative briefs, enhancing the institute's online visibility and engagement.
- Created visually compelling graphics to support marketing initiatives and communicate key messages effectively.
- Applied SEO principles to graphics and written content, optimizing online content for search engine visibility.

DIGITAL MARKETING INTERN

Caiden Media | Apr - Aug 2020

- Crafted blog posts with a focus on SEO, driving organic traffic and improving online visibility for client businesses. Generated marketing reports analyzing website performance metrics, providing valuable insights for client strategies.
- Developed engaging infographics to enhance content shareability and support digital marketing campaigns.