

Safa Ibrahim Alghunaim

Digital Marketing Supervisor

A: Riyadh, Saudi Arabia
M: +966581122186
E: Safaalghunaim1@gmail.com
LinkedIn: [Safaalghunaim](#)

Experienced Digital Marketing Supervisor with three years of experience. Qualified with a high knowledge in creating campaigns, developing strategies, managing budgets, establishing production schedules/timelines and implementing campaigns across multi-channels including digital and non-digital. Advanced level of skills in Project Management, SEO, Digital Marketing and Social Media Marketing.

EXPERIENCE

ALOTHAIM MARKETS, Riyadh — Digital Marketing Supervisor

Oct 2022 - Present

FITAMEEN COMPANY, Riyadh — Senior Marketing Specialist

June 2021 - Sep 2022

- Handled the brand research, identity, and strategy including the brand's profile of multiple brands.
- Planned and executed effective marketing communication for the brand awareness, lead generation, and acquisition.
- Worked on enhancing the customer journey.
- Organized and attended events and photoshoot sessions to ensure a professional representation of the brands.
- Determine the budget of the online and offline marketing campaigns.
- Prepared timely and accurate performance reports of digital campaigns to ensure the campaign's objectives are met.
- Supervised the creation of monthly social media content and calendars.

INVENU AGENCY, Riyadh

Marketing Specialist, Marketing department.

February 2021 - June 2021

- Helped clients in identifying the correct marketing strategy for their businesses.
- Planned, created and managed a quarterly action plan and monthly content plan for the clients.
- Managed 5 clients social media platforms and activities.
- Planned and Tracked 8 digital marketing campaigns.
- Coordinated with the designers and content teams to create online and offline advertising material (e.g., social media postings, packaging, brochures, etc.)
- Collected and analyzed consumer behavior data (e.g., Sprout Social Management Tool).
- Managed daily administrative tasks to ensure the marketing projects run smoothly.
- Worked on some plans of the governmental and semi-governmental campaigns.

Marketing Associate, Marketing department

January 2020 - February 2021

- Managed all the client social media platforms.
- Created and managed a quarterly action plan and monthly content plan for the clients.
- Handled customer experience and service.
- Prepared monthly report using Sprout Social Tool.

GHALIAH AGENCY, Riyadh — COOP, Marketing department

September 2019- December 2019

- Planned and executed social media campaigns for different clients in different fields.
- Planned and managed social media accounts content.
- Arranged events & photoshoot sessions.

PROJECTS

Mobile Applications, Managing Social Media Appearance.

I have created a marketing strategy for a mobile app, managed their accounts, wrote a scenario scripting for a motion graphic video that has been directed for awareness phase.

Promotion plans campaigns, Paid Advertising Management.

In 2020, I worked on paid media ads and prepared plans that have increased 50% of the client's sales since 2015.

Education

2015 - 2020

King Saud University, Riyadh.

Bachelor of Marketing, College Business Administration

General rating: **Excellent**

GPA: **4.74** of 5 (upper second class honorship)

Skills

- Paid Media.
- Project Management.
- Strategic planning.
- Digital Marketing.
- Social Media Marketing.
- Product Marketing.
- SEO

Courses and Certifications

Oct 2022

Digital Freelancer Nanodegree

Udacity & Saudi Digital Academy.

Jun 2022

Google Analytics Course

Google Academy

Aug 2021

Digital Marketing Nanodegree

Udacity & Misk Foundation

Apr 2021

The future of work Fundamentals

Misk Foundation & Udacity.

May 2020

Advertising Campaign Management

Art Dimension.

Apr 2018

Branding

King Saud University.

Membership

Nov 2016 - Sep 2019

Marketing Club at King Saud University.

Jan 2016 - Sep 2019

Cultural & Social Club at King Saud University.

Jan 2013 - Jun 2015

Bunyan Charitable society.