

LATIFA ALASWAD

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Riyadh

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Professional marketer with a track record of self-directed learning and a strong desire to achieve success. I am looking for a challenging position in marketing with a forward-thinking company where I can utilize all of my previous experience and expertise to the fullest extent possible.

EXPERIENCE

MARKETING SPECIALIST at Leader Investment Group DEC 2020 – PRESENT

Managed and expanded one's presence across various social media channels.

Assisted in the formation of a new social media TEAM and contributed to a twenty percent increase in the company's global visibility.

In my current company, I was responsible for establishing the Internal Communication department and training its new staff members.

We worked together with some of the most well-known bloggers and social media influencers in the industry to develop original strategies for promoting the company's brands and products on social media.

Served as the leader for both internal and program initiatives.

Executed a SWOT analysis in order to gain a better understanding of the state of the company at the moment.

Designed the overall look and feel of the Lectronic brand.

Collaborating with other internal teams, such as the sales team, to create and monitor strategic marketing initiatives is an important part of the job.

Social Media Specialist (COOP TRAINING) at Leader Investment Group AGU 2020 - DEC 2020

Increased the number of followers on all social media accounts by a factor of fifty percent.

Utilized advanced Excel skills to produce weekly reports for the purpose of tracking the expansion of social media platforms.

Worked together with prominent social media influencers and bloggers to develop original strategies for promoting the company's brands and bringing attention to its products across social media platforms.

EDUCATION

December 2021

Marketing from College of Business Administration, King Saud University.

SKILLS

- MARKETING
- PROJECT MANAGEMENT
- BUDGET PLANNING
- SOCIAL MEDIA
- PLANNING
- MICROSOFT OFFICE
- CRITICAL THINKING
- COMMUNICATION

COURSES

- 2023 CMMP
PRESENT
- EMOTIONAL
INTELLIGENCE
- EMPLOYER BRANDING
- GOOGLE ADS
- ANALYTIC ACADEMY