

# Salma Abdelmeguid

## Objective

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Ambitious and hardworking First-Class Honors Marketing graduate with strong digital and business skills. Seeking a position as a Marketing Associate or Specialist where I can leverage my social media management, event coordination, and video editing expertise to drive brand success while further developing my career.

## Contact

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[LinkedIn Profile](#)

[Portfolio/website](#)

## Professional Experience

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### Content Creator and Social Media Manager

**[Matrix/Adrenaline Events] [Bahrain] [Jan 2025 – March 2025]**

- Manage Instagram, Facebook and TikTok to achieve brand objectives.
- Developed and executed content calendars on monthly basis.
- Created video content using a phone and a high-quality camera, capturing key moments.
- Edited and produced videos with CapCut, ensuring content resonates with audience and content calendar.
- Analysed social media performance through reports and key metrics, present monthly reports.
- Managed paid advertising campaigns using Meta Business Suite.

### Social Media Manager

**[OMATRA/Pirelli] [Saudi Arabia] [May 2023 – Dec 2023]**

- Manage social media platforms to achieve brand and marketing objectives.
- Develop and maintain a content calendar ensuring relevant and impactful messaging.
- Monitor and analyze performance metrics using analytics tools; presented monthly reports on social media activity.
- Identify trends and insights to optimize content and performance.
- Manage paid advertising campaigns with cost-effective strategies.
- Respond to customer inquiries and comments promptly, maintaining a positive brand image.
- Utilize tools like Canva to create visually appealing content.

### Event management and content creation

**[OutoftheBox] [Bahrain] [Dec 2023 – May 2024]**

- Handle guest allocation, ensuring a seamless and organized experience for attendees.
- Serve as Stage Manager, coordinating stage operations and ensuring smooth transitions during events.
- Write compelling captions for posts shared on social media, enhancing audience engagement.
- Create engaging video content for promotional materials, social media, and event-related communications.
- Utilize video editing tool Capcut to produce visually appealing content.

## HR Assistant

[GoodYear – Al Rashed] [Saudi Arabia] [April 2018 – July 2018]

- Segregate job profiles of applying candidates following certain requirements.
- Create excel sheets and serial number each profile for easy access for department managers.

## Education

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**British University of Bahrain: Salford University International Program**

**2020 – 2024      Bsc (Hons) Marketing (International)**

Graduate bachelor's degree

Achievement: First Class Honors

Graduation date: October 2024

**A level: British International School of Al Khobar (BISAK)**

2016 – 2020

Achievement: A in Sociology in 2020.

### **Achievements:**

- October – November 2021: Bronze and Silver Level Digital iDEA award (Inspiring Digital Enterprise Award).
- October 2021: Certificate of Completion for 'Word', 'Excel', 'Writing Email', 'Learning LinkedIn' and 'PowerPoint' on LinkedIn Learning.
- May 2018: Achieved Merit for my ABRSM Certificate on my Grade 1 piano

## Skills & Competencies

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- **Digital Marketing:** Social media management, content creation, analytics, SEO.
- **Event Management:** Stage management and guest allocation.
- **Content Creation:** Canva, storytelling, brand alignment, caption writing, video editing, videography.
- **Communication:** Strong verbal and written communication skills, customer service.
- **Technical:** Proficient in Microsoft Office Suite, Meta Business Suite.
- **Interpersonal:** Team player, strong multitasking abilities, attention to detail.
- **Analytical:** Data analysis, report generation, trend identification.
- **Fluent in two languages:** English & Tagalog with basic understanding of Arabic.
- **Interest:** Web design.