

SARA ABDELRAHEEM

+97466824024

saraawad012@outlook.com

Doha, Qatar

SUMMARY

Dynamic and passionate professional with over 4 years of experience in content creation, copywriting, digital marketing, and translation. With a proven track record of crafting compelling narratives and engaging content that leads to driving brand visibility and audience engagement across multiple platforms and industries. Fluent in both Arabic and English, leveraging linguistic proficiency to create impactful content that resonates with both local and global audiences.

EXPERIENCE

Content Development Specialist

QAST (Kuwaiti Sudanese Holding Company) - Remote

February 2022 - Present

- Developing and producing high-quality written content for various channels, including website pages, blog posts, email newsletters, social media platforms, and marketing collateral.
- Conducting audience research and analysis to identify key demographics, interests, and pain points, informing content creation and messaging strategies.
- Track and analyze content performance metrics, including traffic, engagement, conversions, and ROI.
- Develop and execute promotional strategies to increase content visibility and reach.
- Working closely with designers, marketers, subject matter experts, and other stakeholders to brainstorm ideas, gather input, and refine content concepts.

Digital Marketing Specialist

Winjy Enterprises - Khartoum, Sudan

November 2020 - January 2022

Content Creator and Social Media Coordinator

Fiducia Petroleum Co. Ltd. - Khartoum, Sudan

September 2019 - November 2020

Architect

Project Management Bureau - Khartoum, Sudan

March 2018 - September 2019

PROJECTS

Freeland Content Translation at The Royal Commission for Jubail and Yanbu Social Media Campaign – Nasher Co. – Saudi Arabia – May 2023

Content Development at QAST Rebranding Campaign – Kuwaiti Sudanese Holding Company (QAST) – Sudan – March 2023

Freelance Content Translation at The Royal Commission for Jubail and Yanbu Infographic Project for Future Mineral Forum – Nasher Co. – Saudi Arabia – February 2023

Content Development and Coordination at Zain Sudan Regional Identity Branding Campaign – Kuwaiti Sudanese Holding Company – *Sudan* – January 2023

Freelance Content Translation and Development at The Saudi Irrigation Organization Twitter Campaign – Nasher Co. – *Saudi Arabia* - October 2022

Freelance Content Development at The Saudi Irrigation Organization The Green Saudi Arabia Initiative brochures – *Nasher Co.* - October 2022

Freelance Content Translation at Local Content and Government Procurement Authority Reports and Communication – *Nasher Co.* – April 2022

EDUCATION

Master of Business Administration (MBA) - Marketing Management

Garden City University - Khartoum, Sudan

2021 – 2023

Bachelor of Science - School of Architecture

University of Khartoum - Khartoum, Sudan

2012 – 2017

SKILLS

- Copywriting
- Email Marketing
- Concept Development
- Translation
- Editing and Proofreading
- Content Creation
- Social Media Marketing
- Content Marketing
- Search Engine Optimization (SEO)
- Marketing Analytics

LANGUAGES

- Arabic (Native)
- English (Excellent)