

SAMUEL GERGES YOUNAN

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SOCIAL MEDIA SPECIALIST

With over a year's experience, I adeptly craft and implement strategic plans amplifying brand presence in the digital realm. Proficient in Trello and Notion, I organize team communication efficiently. As a skilled social media specialist, I tailor comprehensive strategies across platforms for seamless, optimal outcomes.

SKILLS:

- Content Management
 - Communication and Audience Management
 - Email marketing
 - Creativity and Creative Writing
 - Data Analysis and Measurement
 - Adobe Photoshop and Illustrator
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WORK EXPERIENCE:

Performance Marketing Associate at pharmaceutical Company Dec , 2022 – present

- Create a new visual identity for the company using the EPIC brand framework.
- Executing an advertising campaign on all social media platforms, including content creation, social media design, automatic responses, and follow-up. kPi
- Creating sponsored ads, analyzing their performance, and optimizing them, including measuring return on investment (ROI) and return on ad spend (ROAS).
- Designing and creating the company's website and marketing through it while considering search engine optimization (seo).
- Marketing through other platforms such as Jumia and Amazon.
- Using artificial intelligence (AI) in creating, executing, analyzing, and optimizing interactive posts.
- Producing all the materials " promotional tools, recruitment posts, promotional gifts, and product designs.

Freelance | Social Media Marketing Dec , 2020| Remotely

- Developing and building a digital brand identity.
 - Storytelling
 - Marketing automation.
 - Content management for marketing plans and strategies.
 - Creating online stores and shop directories.
 - Media buying
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EDUCATION AND COURSES:

- Graduated from the Faculty of Biological Education – 2022
- Udacity, professional Digital Marketing certificate
- EYouth, Performance Marketing
- EYouth, Social Media Management
- EDX, Digital Branding and Engagement - Curtin University
- Growth With Google, SEO