

# Ahmad Yaghi

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Sharjah, United Arab Emirates

## Summary

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- Experienced in digital marketing with [2] years of experience planning and executing integrated marketing SEO plans and developing websites' content in both English and Arabic, while basic managing all marketing activities from social media to content marketing.
- Generated high-quality content to improve awareness, establish partnerships, and drive results

## Education

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### Media and Communication

Damascus University • Damascus

11/2021

- Graduated With a percentage of 71.48%
- Majored in Media in Communication
- Specialized in Digital Media

## Certificates

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SAT, TOEFL Pbt

## Experience

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### Editor and Content Writer

Syria Alghad Radio Station • Damascus

04/2021 - 04/2022

Collaborated with anchors and helped with creating content for different radio programs. Managed the social media platforms such as Facebook, Youtube, etc.... Supervised the ongoing live shows and provided feedback for each one for improvement. Created scripts and reports about social and entertainment topics. Edited articles, news, and many different stories for publishing.

### Freelancer Content Writer and Editor

HQ Property Inspection • Dubai, Dubai

08/2021 - 01/2022

Translated the website content from English to Arabic, Created an Arabic version of the company profile.

Sent reports of the inspected houses to the managers in Arabic. Translated the Chatbot auto-replies to Arabic, Optimized the English content on the website to adapt it to the SEO standards

### Freelancer Editor and Copywriter

PetBarn • Kuwait City, Al Asimah Governate

03/2021 - 04/2022

Written descriptions for the products available at the online store. Created and organized the workspace on Google Drive. Edited blogs about pets, following SEO standards. Managed the E-Store content.

### Editor and Content Writer

It's Nerd • Montreal, Quebec

03/2020 - 03/2021

Worked in the SEO department as the team leader for the first 3 months. Organized team tasks on Trello. Edited websites' content following SEO standards. Written different types of blogs in many fields. Arranged Skype meetings. Created a friendly environment for team members using Slack Optimized the content of many clients' websites (Kidobebe, Laurie Optical, Kemmi Collection, Stediwear....)

## **Skills**

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Standard SEO, Google Services, SEO tools, Social Media Content Creation, Basic Graphic Editing, Bilingual, Managing E-Stores Content, Keyword Research, Off-Page Optimizations, Meta Descriptions Writing, Website Content Optimizing, Copywriting

## **Languages**

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English, Arabic, Spanish

## **Leadership & Activities**

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Participated in an International residential program by the Aga Khan Development Network (Global Encounters) focused on service learning, leadership development, global citizenship, and pluralism. Engaged in research to implement creative and sustainable solutions in local, impoverished areas. Partaken in core sessions on culture and dance. Explored Aga Khan Foundation projects. Assisted in developing improvements to projects. Presented a capstone project on how to fund poorer schools.