

# SHATHA JABER ESMAIL QARMOUT

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## Experience

### **Digital Marketing Specialist | GGATEWAY | 6/2021 – 7/2021**

- Create marketing campaigns on all platforms
- Create and manage advertising campaigns to attract new customers
- Prepare a marketing plan & Putting forward marketing ideas
- Writing advertising content
- Marketing content writing
- Google Ads
- Search Engine Optimization (SEO)

### **Digital Researcher | Action Aid – Palestine | 11/2020 – 06/2021**

- Preparing Electronic Questionnaires
- Data Collection
- Data Analysis
- Preparing the study methodology
- Writing Research Papers

### **Digital Marketing Specialist | Challenge to Change | 9/2020 – 12/2020**

- Preparing advertising campaigns on social media
- Writing marketing content
- Email Marketing
- Create a landing page
- Writing an article compatible with search engines

### **Digital Marketing Specialist | UCAC Technology Incubator |**

#### **11/2019 – 12/2019**

- Preparing advertising campaigns on social media
- Writing marketing content
- Writing an article compatible with search engines

## **Voice artist | Freelancer | 01/2019 – 07/2021**

- Record books
- Recording audio clips:
  - Documentary
  - Advertisement
  - Dubbing cartoon
  - Investigative

## **Projects**

- **Writing content for the Qatari Parliament**
- **Writing content for a restaurant (Al-Mathaf Hotel)**
- **Writing content for an electronics store**
- **Prepare a marketing plan for an electronics store**

## **Training**

Freelancing and Social Media Training | Gaza Sky Geeks | 3/2021 – 6/2021

The Art of Voice Over | Qeema | 5/2021

Master Class Voice Over | Qeema | 6/2021

Digital Storytelling | Edrak Platform "Rawan Al-Damen" | 7/2021

SkyLancer English Training | Gaza Sky Geeks | 10/2020 – 12/2020

## **Education**

- Bachelor's degree in Mathematics 2012 – 2016

## **Skills & Abilities**

- Managing Social Media Accounts
- Sponsored Ads & Google Ads
- Managing Advertising Campaigns
- Search Engine Optimization
- Dealing with Microsoft Office programs.
- Marketing Content Writing
- Writing articles, blogs, and publications
- Managing communications and responses to the public