

# Esraa Maher Al-fawaz

Social media specialist  
and copywriter

## Contact

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Damascus, Syria

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## Languages

**Arabic:** Mother tongue

**English:** very good

## Summary

AN enthusiastic and customer-oriented individual desirous of a social media specialist position with ability to create and execute a social media calendar, grow social media presence, monitor and engage with community members. Strong skills in attracting and dealing with customers, and excellent skills in copywriting.

## Skill Highlights

- Keen attention
- Strong decision maker
- Complex problem solver
- Planning
- Creativity
- Microsoft office

## Experience

### Social media specialist

**Shezer** for Marketing & Advertising, Damascus, 10/2020 – 10/2021

**Highvision** for Marketing & Advertising, Damascus, 11/2021 - 10/2022

### Responsibilities

- Creating consistent, meaningful content in all forms (texts, images, videos) including writing and editing social media posts.
- Monitor SEO and KPIs and suggest content optimization to improve customer engagement.
- Staying up to date on trends on social media.
- Collaborating with other departments (writing & editing, customer relations, sales) to manage a good reputation for the company.
- Communicating with social media followers and fans.

Working as a freelancer in copywriting for **KH Brand** for perfumes.

## Education

Faculty of Media and Mass communication

Department of Public relations

Damascus University 2016 - 2022

## Certifications

Social media marketing, khebra center, 2021

Seo & content writing principles, Sanad team for development, 2021

Digital marketing, Sanad team for development, 2019