

ZEINAB YOUSIF ALI ELSHEAKH

Digital Marketing Specialist | Social Media & Content Marketing Expert

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Port Sudan, Sudan

SUMMARY

Digital marketing specialist with over 4 years of experience in social media management, paid advertising, and content strategy. Skilled in campaign optimization, audience targeting, and performance analysis using data-driven tools. Seeking to contribute to a professional role in digital marketing and content marketing to enhance brand visibility, drive engagement, and support business growth through innovative and measurable strategies.

PROFESSIONAL EXPERIENCE

-Social Media Marketing & Content Writer Technical Integration of Engineering and Technology | Feb 2025 – Present

- Managed multi-platform social media accounts, increasing engagement by 35% in 6 months.
- Created visually compelling marketing content using Canva and CapCut, boosting post reach by 50%.
- Analyzed campaign metrics to optimize ad performance and maximize ROI.
- Developed quarterly marketing strategies and performance tracking reports.
- -Content Writer & Designer Edustep Foundation | Jul 2025 – Dec 2025
- Produced marketing content that increased lead generation by 40%.
- Designed brand visuals and social media posts, contributing to a stronger digital identity.
- Planned content calendars and executed strategic campaigns for maximum audience impact.

Social Media Marketing & Content Marketing Specialist

| Jan 2023 – Aug 2025

Dr. Rabia Abualazm Dental Clinic

- Managed paid social media campaigns, resulting in 25% growth in patient appointments.
- Developed and wrote digital content for social media platforms.
- Tracked and analyzed campaign performance to improve engagement and conversions.

Digital Marketing Manager Creative Youth Club (CYC)

| Feb 2025 – Nov 2025

- Led team in creating and executing integrated digital marketing strategies.
- Managed paid ad campaigns with a 30% improvement in CTR.
- Developed content strategy and produced high-performing marketing materials.

Digital Marketing Manager DSP

| Jan 2024 – Feb 2025

- Optimized digital campaigns to enhance audience targeting and lead generation.
- Implemented content marketing strategies increasing social engagement by 28%.
- Other Relevant Roles Social Media Marketing & Content Marketing – EM Umbrella, Panta Media Content Marketing & Assistant Digital Marketer – Events Management Script Writer – Business Pharmacy Podcast
- Successfully executed campaigns, improved engagement, and increased brand visibility across multiple platforms.
- Coordinated team efforts for content creation, advertising campaigns, and event promotions.

CORE SKILLS

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| - Digital Marketing Strategy & Planning | - SEO & Search Engine Marketing (SEM) |
| - Social Media Marketing & Management | - Marketing Analytics & Reporting |
| - Paid Advertising (Meta Ads, Google Ads) | - Data Analysis & Performance Metrics |
| - Content Marketing & Copywriting | - Email Marketing Campaigns |
| - Lead Generation & Conversion Optimization | - Content Calendar & Workflow Management |
| - Campaign Management & Performance Analysis | |

SOFT SKILLS

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|-----------------------------------|---------------------------------------|
| - Strategic & Analytical Thinking | - Time Management & Prioritization |
| - Creative Problem Solving | - Communication & Presentation Skills |
| - Team Collaboration & Leadership | - Attention to Detail |

MARKETING TOOLS

- Canva | CapCut | Hootsuite | Google Analytics
- Meta Ads Manager | Google Ads | SEMrush | Buffer
- Video Editing & Social Media Scheduling Tools

EDUCATION

- **Master's** Degree – Medical Laboratory Microbiology | Karary University | 2021–2023
- **Pre-Master** – Medical Laboratory Sciences | Sudan University | 2021
- **Bachelor's** Degree – Microbiology Medical Laboratory | Al-Neelain University | 2014–2018

CERTIFICATIONS

- Diploma of digital marketing, Content plus Academy | 2024
- Social media marketing Course, - Sarah Fadoul | 2024
- Graphic Design Camp ,sara training center | 2024
- basic of Marketing, Sara training center | 2024
- freelancing course, Udemy | 2023
- Content writing Course, Udemy | 2023
- Time Management, Udemy | 2023
- Introduction to Marketing, Udemy | 2023
- Social media marketing, FAL Training center | 2022
- Marketing Self, STRATIGIC mind for training and business development | 2022
- Content Writing 2×1 Course, Content plus Academy | 2022
- Freelancing with Content Writing and Copy Writing, Content plus Academy | 2022

LANGUAGES

- **Arabic** – Native
- **English** – Professional Working Proficiency