


Rana Samara

Bilingual Digital Content & Social Media Manager

 Dubai, UAE

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A passionate writer who's deeply in love with words! I believe in the art of marketing and selling products and services through storytelling and creative style.

I'm always excited to follow and learn latest trends and tools in content marketing, social media, and digital marketing industry, and reflect the impact in my work. Proud that I published my first novel when I was 24 years old, and I published few articles which went viral in Jordan and parts of the Middle East.

I love tackling new experiences, and I'm in endless journey of challenging myself, as I believe success begins from the moment of leaving our comfort zones. On both personal and professional levels, I love influencing other people and motivating them to make positive changes.

► +10 Years of regional and multi-national experience in creating and marketing content across digital platforms. Experience in varied industries including travel, information security, technology, and others.

► Creative ability to start and implement content and social media strategies.

► Solid understanding of social media audience and ability to present the right tone accordingly.

► Ability to handle varied projects at the same time and meet tight deadlines while presenting full quality.

► Leadership and accountability, taking full ownership of projects.

► Passion for endless education, knowledge, and growth.

► Strong understanding and flexibility with colleagues and clients from different nationalities and cultures.



Work History

2017-08 - Current

Social Media & Content Manager - MENA

Wego.com, Dubai

Creating content & social media strategy & vision for the company & implementing it. Leading a team of 3 people (social media executives & a copywriter) additional to freelance copywriters to the following:

► Being #1 among regional competitors for consistent months in terms of reach & engagement.

► Building one of kind Arabic travel blog, to be a comprehensive guide for travelers in the region, that gained more than 150K followers organically in few months on NABD app "the Arabic version of Flipboard", and has high

rank in terms of SEO when searching for keywords relevant to travel.

- ▶ Varied successful campaigns with influencers. One of the produced videos based on my idea and script generated +1M views on Facebook and Instagram "separately".
- ▶ Using big moments and launching campaigns that went viral, such as Ramadan, World Cup, holidays seasons & many more.
- ▶ Turning audience from content consumers into producers, pushing user generated content on blog & social platforms.

Responsibilities:

- ▶ Creating solid & refreshed monthly social & content calendar for Wego, additional to following clients for Co-marketing campaigns:
Visit Britain Tourism Board.
Visit Sharjah.
Indonesia Tourism.
Oman Tourism.
Thailand Tourism.
Jordan Tourism.
- ▶ Creating marketing regional events calendar updated on quarterly basis.
- ▶ Creating storyboard for varied videos.
- ▶ Managing the monthly budget to perform paid social ads on Facebook, Instagram, & Twitter.
- ▶ Creating the personalized brand's tone of voice+ supervising community management.
- ▶ Influencers' marketing: launching creative campaigns for brand awareness+ app installs with macro & micro influencers.
- ▶ Managing the English content produced on the global blog for MENA users.
- ▶ Using tracking links to generate website clicks & revenue.
- ▶ Generating monthly performance reports.

Tools I'm using: Sprout Social, Later, Google Analytics, Word Press, Facebook Business Manager, Facebook Ads Manager, Twitter Ads Manager.

Social Media Manager, Copywriter, Translator

Freelance

Belong Interactive: Creating content calendar "English, Arabic", community management, reports (Instagram, Facebook, Twitter) for Nestle client.

Tajawal.com: Writing Arabic copy for articles about traveling, hotels, airlines, around the world, published on Arabian Business.

<http://ummahat.net>: Writing Arabic copy of blog posts for expat mothers blog.

Tejuri.com: Translating e-commerce website content including products and their detailed description from English into Arabic, additional to reviewing, proofreading, and editing existing content.

ProZ.com: Translating (Spanish to English, Arabic to English, English to Arabic) legal documents, business letters and proposals, short stories, movies' scripts, and press articles.

2014-02 - 2017-06

Social Media Manager

Kaspersky Lab , Dubai

Kaspersky Lab is a global cyber security company founded in 1997. The company's comprehensive security portfolio includes leading endpoint protection and a number of specialized security solutions and services to fight sophisticated and evolving digital threats.

- Building strong online brand awareness, through social media strategy (English, Arabic), and running the daily blog.

- Enriching valuable digital content in cyber security and technology through content strategy.

- Taking reach and engagement results into advanced level, overachieving MBO numbers.

- Promoting our participation in big security events via live tweeting, including GITEX, GISEC, and many more.

- Increasing monetary value by B2B lead generation and social media advertising, paid ads and campaigns (Facebook, Twitter, LinkedIn.)

Managing digital communications by working closely with PR team.

- Driving more traffic to digital B2C campaigns with online sales team.

- Improving campaigns and activities to match KPIs depending on analytics, along with the responsible team.

- Tools I use in content development, social media management, social listening, and tracking: WordPress, All In One SEO Pack, Buffer, PhotoShop, Shutterstock, Bit.ly, Brandwatch, Omniture, Google Alerts, Hoot Suite, Social Studio, Facebook Business Manager, Facebook Insights, Power Editor, Twitter Analytics, Twitter Ads, LinkedIn Ads, Simply Measured.

2012-12 - 2013-10

Digital Content Producer

EGM Worldwide, Dubai

2010-08 - 2012-07

Technical Writer And Content Marketing Executive

Sambet, Amman

2009-03 - 2010-07

Lead Translator - Online Content

Maktoob Group (Yahoo!) , Amman

2003-01 - 2007-06



Education

BA: Spanish & English (Language & Literature)

University of Jordan



Languages

2019-06



Certifications

- Arabic
- English
- Spanish
- Digital Marketing

●●●●●
Native

●●●●●
Superior

●●●●●
Intermediate