

ESRAA BANIODEH

Social Media Specialist

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SUMMARY

Pharmacist transitioning to social media marketing with comprehensive skills. Keen eye for detail and strong analytical abilities honed through pharmaceutical training. Proven creativity from freelance t-shirt design experience on Redbubble. Completed social media internship, leveraging academic knowledge with practical experience in content creation, community management, and analytics. In the field.

EXPERIENCE

Freelance T-Shirt Designer

Redbubble 06/2022 - 05/2023 Australia

Print-on-demand e-commerce marketplace

- Crafted unique and visually appealing t-shirt designs, showcasing creativity and strong graphic design abilities.
- Optimized product listings with compelling titles, descriptions, and targeted keywords to improve visibility and search engine rankings.
- Achieved \$450 in sales within 4 months, demonstrating successful product development and digital marketing efforts.

EDUCATION & CERTIFICATIONS

Digital Marketing & Power Skills Training Program

TAP (Talent Acceleration Platform)

02/2024 - 06/2024 PALESTINE

Nanodegree, Digital Marketing Challenger

Udacity

06/2022 Location

BA, Doctor of Pharmacy

Birzeit University

09/2015 - 06/2021 PALESTINE

SKILLS

Canva • Wordpress • Semrush • Google Ads • Google Analytics •

Photography • communication • problem solving •

attention to details • Tool / Technology

LANGUAGES

Arabic Native English Advanced

PASSIONS

Social media/Pinterest Career Interest / Passion

Career Interest / Passion