

# SHOMOO ALBELBEISI

## Digital Marketing Specialist

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## SUMMARY

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Enthusiastic and adaptable Digital Marketing Specialist with a diverse background in customer support, sales, and marketing. Skilled in brand awareness and social media marketing, seeking to apply expertise in strategizing, content creation, and market research to help maintain the brand's success. Passionate about contributing to impactful marketing campaigns and working collaboratively with marketing professionals to achieve company goals. Excited to leverage strong communication and leadership skills to support the company's mission.

## EXPERIENCE

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### Customer Support & PR Specialist

#### Porto Turkey Real Estate

📅 09/2019 - 12/2020 📍 Istanbul, Turkey

- Respond to customer queries in a timely and accurate way, via phone, email or chat
- Identify customer needs and help customers use specific features
- Analyze and report product malfunctions (for example, by testing different scenarios or impersonating users)
- Monitor customer complaints on social media and reach out to provide assistance
- Follow up with customers to ensure their technical issues are resolved
- Gather customer feedback and share with our Product, Sales and Marketing teams

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### Executive Sales Assistant

#### Porto Turkey Real Estate

📅 01/2019 - 09/2019 📍 Istanbul, Turkey

- Process orders via email or phone Check data accuracy in orders and invoices
- Prepare sales-related documents throughout the sales process e.g., proposals, contracts, or banquet event orders
- Create and maintain computer- and paper-based filing and organization systems for records, reports, and documents
- Deal with the entire CRM system of all the companies
- Resolve billing discrepancies to ensure timely payment
- Maintain close contact with company's clients, advertising agency partners, as well as internal teams (traffic, marketing, research, etc.)
- Assist Sales Planning as needed

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### Sales Administrator

#### YES Property & Real Estate

📅 09/2018 - 01/2019 📍 Cairo, Egypt

- Improved data accuracy in orders and invoices by {15%} through rigorous quality checks
- Contact clients to obtain missing information or answer queries
- Liaise with the Logistics department to ensure timely deliveries
- Maintain and update sales and customer records
- Develop monthly sales reports
- Communicate important feedback from customers internally

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### Marketing Coordinator

#### Palestinian Telecommunicating Company (Paltel)

📅 03/2017 - 05/2018 📍 Gaza, Palestine

- Planning, implementing and monitoring company's social strategy in order to increase brand awareness, improve marketing efforts and increase sales
- Collaborate with marketing, sales and development teams
- Measure the success of every campaign
- Keep abreast of the latest social media best practices and technologies
- Use social media marketing tools
- Hire and train others on the team & Provide constructive feedback

## EXPERIENCE

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### Camp Coordinator

#### Amideast

📅 07/2016 - 08/2016 📍 Gaza, Palestine

- Supervised {200} campers, enhancing their learning experience through fun activities and team-building exercises.
  - Supervised various aspects of the camp day for {200} campers, managing English classes, meal times, sports, crafts, and entertainment activities.
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### Teacher assistant

#### Amideast

📅 06/2015 - 08/2015 📍 Gaza, Palestine

- Reinforce lessons presented by teachers by reviewing material with students one-on-one or in small groups
  - Enforce and class rules to help teach students proper behavior
  - Help teachers with record keeping, such as tracking attendance and calculating grades
  - Help teachers prepare for lessons by getting materials ready or setting up equipment, such as computers
  - Help supervise students in class, between classes, during lunch and recess, and on field trips
  - Formal monitor in the Discovery Camp
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## EDUCATION

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### ENGLISH ACCESS Micro scholarship Program

#### Amideast/ American Consulate of Juresalem

📅 08/2010 - 01/2013

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### High School Diploma in the scientific stream

#### Basher Al-Rayyes High School

📅 08/2013 - 07/2014

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### Bachelor in Business Administration

#### AlAzhar University/ Gaza

📅 09/2014 - 06/2018

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### Micro Master Program of Digital Communication and Marketing

#### Istanbul University

📅 09/2020 - 03/2021

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## CERTIFICATION

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#### Turkish Language Test Certificate (TÖMER) | C1 LEVEL

Istanbul University

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#### Training course in Interview skills

New Scope Company

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#### Training course in Crises and Conflict Management

New Scope Company

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#### Positive Dialogue Skills training

British Council

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#### Training course entitled Microsoft Project 2013

Al-Azhar University

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#### Training course in Reports Writing skills

New Scope Company

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#### Training course in Social Media websites skills

New Scope Company

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#### Training course in TOT

New Scope Company

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#### A career Development Training Course

Which institution issued the certificate and when?

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#### Training Course "Banki"

Bank of Palestine

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## LANGUAGES

**Arabic**  
Native



**English**  
Proficient



**Turkish**  
Advanced



## SKILLS

Brand Awareness

CRM

Entrepreneurship

Microsoft Office

Sales Planning

Social Media Marketing

Leadership and team working skills

Communication Skills

Time Management

Work under pressure

Trouble Shooter

## ACHIEVEMENTS

Ranked third of the BA faculty, excellence with honor degree (GPA 93.32%).

Finished 5 hours of Community Services within Access Microscholarship program

Participated in GazaSkyGeeks workshops

Participated in Voices4Change Program

Workshops with GNG (Global Nomads Group)

Participated in Alumni Community Involvement program with AMIDEAST and worked on (Create Your Own Job) project

A feasibility study for a Recruitment and training agency

In the period of my study at Al-Azhar University of Gaza I have finished an Empirical research of the characteristics of the born global businesses and International entrepreneurship in Gaza Strip

Participated in the Career Success Camp within the AUC (American University in Cairo)

## STRENGTHS



### Adaptable

Capable of adjusting quickly and effectively to new situations and challenges



### Skilled Communicator

Effective in conveying messages and ideas clearly and persuasively to diverse audiences



### Leadership

Demonstrates the ability to guide and motivate others toward achieving common goals



### Marketing Expertise

Proficient in strategizing, content creation, and market research to drive brand success