

# Roba Youssef

Designer & Social Media Specialist

Gender: <b>Female</b>	Civil Status: <b>Single</b>
Country and Place of Birth: <b>Syrian</b>	Date of Birth: <b>5-May-1986</b>
Permanent Address: <b>Syria -Damascus- Mazzeh</b>	
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Areas of Expertise			
<b>SOCIAL MEDIA</b> Advanced over 8 years	<b>GRAPHIC DESIGN</b> Advanced over 5 years	<b>PHOTOGRAPHY</b> Developing 1 - 2 years	<b>WEB DESIGN</b> Basic 1 - 2 years

Language Skills			
Mother Tongue : <b>Arabic</b>			
<i>Working Languages</i>	<i>Speaking</i>	<i>Reading</i>	<i>Writing</i>
<b>Arabic</b>	Mother Tongue	Mother Tongue	Mother Tongue
<b>English</b>	Advanced	Advanced	Advanced
<b>German</b>	Basic	Basic	Basic

Education		
<i>Highest Educational Degree</i>		<b>First University Degree</b>
<i>Year</i>	<i>Full Name of Institution</i>	<i>Degree / Diploma</i>
<b>Apr 2022 yet</b>	<b>E-Business Master Arab Academy For E-Business</b>	Master/Degree
<b>Sep 2006 May 2011</b>	<b>Economic/ Banking &amp; Insurance Tishreen University/ Latakia</b>	<b>Bachelor (university)</b>

**Present and previous employment****Exact Title of Position held:** Marketing Communications-Community Management ExpertName/address of employer: Syrian Telecom  
Damascus/ Mazzeh

From:-To: 6/2016 - Present

Brief description of duties and responsibilities:

**Social Media Coordinator that means:** Responsible for the digital marketing for ST; therefore he is the appointed administrator for ST corporate social media communities. Accountable for the visibility of ST in the social media and online visibility. manager responsible for all communications, social media, events, and content creation for online activities .and responsible for building the company's brand online.

- Accountable for the yearly marketing digital plan and the results of the campaigns.

Accountable for SEO results and customers feedback and tracking and reporting website traffi

Reason for leaving:

I still work in Syria Telecom until now

**Exact Title of Position held:** Graphic & web designName/address of employer: Technowave company  
Damascus- Syria

From:-To: 11/2021- present

**Exact Title of Position held:** Digital MarketingName/address of employer: Wetag company  
Dubai- United Arab Emirates

From:-To: 8/2020- 1-2021

Reason for leaving:

The company has ceased operations

**Exact Title of Position held:** Information Technology Department SupervisorName/address of employer: Phoenix Private School  
Tartous- Syria

From:-To: 10/2012 - 5/2016

Brief description of duties and responsibilities:

Managing the development, implementation and follow-up of the school's plan for information,communications and various systems in support of the goals that the school seeks to achieve

Supervising the content, development and updating of the school's website

- constantly works to develop the electronic systems in place in the school and develop the skills of using devices

Reason for leaving:

Another job

Computer Skills			
Adobe Photoshop Proficient	Adobe illustrator Good	Figma Good	Adobe XD Good
HTML Good	CSS Good	Bootstrap Proficient	Canava Good
Video Editor Good	Photography Good	SEO Basic	Adobe Dreamweaver Good

Additional Certificates	
<p><b>Coursera:</b></p> <ol style="list-style-type: none"> <li>1- <i>Design and Develop a Website using Figma and CSS</i></li> <li>2- <i>Foundations of User Experience (UX) Design</i></li> <li>3- <i>Introduction to social media marketing</i></li> <li>4- <i>Social media management</i></li> </ol> <ul style="list-style-type: none"> <li>• E.Marketing Course (UNRWA- 8/11/2022)</li> <li>• TOT Certificate</li> <li>• ELTC /English (03/2019 – Present) /4 Courses at ELTC Top Notch Program</li> <li>• Professional Photography (09/2018)/ Diploma of professional photography and video Editor</li> </ul>	
<p><b>Social Media Profile URL</b>  <a href="https://linktr.ee/Robayoussef">https://linktr.ee/Robayoussef</a></p>	