

Alanoud Almutairy – DMI Certified Professional

Summary

High-achieving graduate from Imam Muhammad bin Saud University, specializing in languages and translation with a top-class ranking in the English department (2018). Marketing and media professional with a passion for content creation and a drive for continuous self-improvement.

Contact

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Education

- BSc in Languages & Translation (English), Imam M. bin Saud University (2013 –

SKILLS

- Translation skills.
- Creative thinking.
- Strong work ethic.
- Problem-solving.
- Excellent presentation skills.
- Self-motivated and team-oriented.
- Strong leadership skills.
- Excellent communication skills.
- Analytical thinking and fast learner.
- Proficient in Microsoft Office (advanced).

Certification

- Digital Marketing Institute, 2020 (Professional Diploma in Digital Marketing)
- Prince Ahmed bin Salman Applied Media Academy, 2021 (Plan and Manage Social Media Campaigns)
- Institute of Research and Consulting Services, 2022 (Design and Implementation of Work Procedures)

Experience

Marketing and Media Supervisor at Saudi Authority for Accredited Valuers – Feb 2019 – Present

- **Content Creation and Management:** Led the creation and publication of content on TAQEEM's bilingual social media platforms (Arabic and English), ensuring engaging and relevant content for the audience.
- **Creative Direction and Design Oversight:** Oversaw the creative direction for videos and managed the graphic design team, ensuring high-quality visuals and content consistency.
- **Podcast Management:** Successfully managed "Podcast Taqeem," a dedicated platform for the valuation community in the Arab world, curating content and fostering engagement.
- **Partnership Development:** Developed infographics content for strategic partnerships with government agencies, enhancing TAQEEM's reach and influence.
- **Strategic Planning and Reporting:** Set strategic goals, plans, and KPIs for the communication team, prepared media appearances and press releases, and generated monthly reports, highlighting discussions, trends, and achievements for upper management.

Social Media Content Writer - Wadi.com - April 2018 – Jan 2019

- **Multilingual Social Media Management:** Managed social media content across platforms such as Instagram, Twitter, and Snapchat, effectively reaching diverse audiences in both English and Arabic.
- **Campaign Execution:** Successfully executed engaging campaigns, including the notable Eid Al-Adha campaign, which contributed to increased brand visibility and engagement.
- **Content Creation:** Generated creative and compelling content for social media posts, maintaining a consistent and engaging online presence for the brand.
- **Quality Assurance:** Conducted daily proofreading of website and social media posts to ensure accuracy, professionalism, and brand consistency.
- **Multilingual Translation and Creative Ideation:** Translated paid ads and push notifications from English to Arabic, contributing to effective communication with the Arabic-speaking audience. Additionally, played a key role in scriptwriting for videos and ideation of creative concepts, enhancing content quality and engagement.

Language Coach at AlFaisal Academy - Feb & Aug 2018

- Instructed English language skills, including reading, writing, listening, speaking, and grammar.
- Mentored, instructed, and graded students' midterm, quiz, and final exam papers.

Freelance Translator - March 2018 – Present

- Provided freelance translation services for various fields, including political, medical, and economic articles.
- Worked with notable companies and private clients.
- Voluntary translation for Hekmah, a renowned literature and philosophy website.