

Alaa Mohammed Hamdan

Social Media Manager | Content Creator

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Location: Irbid, Jordan

PROFESSIONAL SUMMARY

Creative and highly motivated professional combining a strong academic foundation in Fundamentals of Religion with robust digital expertise. Experienced in Social Media Management and Digital Marketing, with a proven ability to develop engaging content, manage online communities, and execute digital strategies. Adept at using technology to enhance brand presence and communicate effectively with diverse audiences.

EXPERIENCE

Social Media Manager & Digital Marketer

2024 - Present

Freelance / Independent Projects

- Manage and optimize social media profiles across multiple platforms (Facebook, Instagram, X).
- Develop and implement digital marketing campaigns to increase audience engagement and brand visibility.
- Create compelling digital content, including text, basic graphics, and scheduled posts.
- Monitor social media metrics and adjust strategies to improve reach and interaction rates.

EDUCATION

Bachelor's Degree in Fundamentals of Religion (أصول الدين)

Graduated: 2024

Yarmouk University, Irbid, Jordan

TRAINING & CERTIFICATIONS

Marketing & Social Media Management

Professional Training Course

Digital Skills Training

Intensive Digital Empowerment Program

ICDL (International Computer Driving License)

Certified IT and Computer Proficiency

SKILLS

Digital & Technical

- Social Media Management (Facebook, Instagram)
- Digital Marketing Strategies
- Content Creation & Copywriting
- ICDL Certified (Word, Excel, PowerPoint)

Soft Skills

- Effective Communication
- Time Management & Organization
- Adaptability & Fast Learning
- Creative Problem Solving