

# Awab Elsaied Sirelkhatim

Sharjah, UAE  
awab.sirelkhatim@gmail.com  
+971522560115

## ABOUT

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Creative and strategic marketing professional with a passion for branding, advertising, and digital engagement. Experienced in developing and executing social media campaigns, website management, and content creation to drive brand awareness and customer interaction. Proficient in industry-standard tools such as Meta Business Suite, Canva, Adobe Photoshop, CapCut, and Premiere Pro for content creation and campaign management. Skilled in market research, campaign analytics, and storytelling, with a strong ability to adapt to evolving industry trends. Known for a proactive mindset, problem-solving abilities, and a keen eye for detail. Looking to bring innovative marketing strategies and brand-building expertise to a forward-thinking organization.

## EDUCATION

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### **Middlesex University Dubai**

BA Honours Advertising, PR and Branding

2022 - Expected July 2025

### **Middlesex University Dubai**

International Foundation Programme

2021 - 2022

### **Nairobi International School**

O Level

2020 - 2021

## PROFESSIONAL EXPERIENCE

### **Maji Maji Details, Dubai, UAE**

Social Media Marketer

June 2024 - February 2025

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- **Social Media Growth & Content Strategy:** Developed and managed engaging content for Instagram and TikTok, increasing brand awareness and customer engagement.
  - **Digital Advertising & Customer Outreach:** Utilized Meta Business Suite for targeted ad campaigns, optimizing reach and conversions.
  - **Brand Positioning & Awareness:** Established Maji Maji Details as a premium yet affordable mobile detailing service through strategic branding and messaging.

- **Customer Engagement & Reputation Management:** Implemented referral programs and leveraged Google Reviews to build credibility and trust with clients.
- **Influencer & Partnership Collaborations:** Partnered with small businesses and influencers to expand brand visibility and attract a wider customer base.
- **Market Research & Competitive Analysis:** Conducted research to refine pricing, services, and promotional strategies, ensuring alignment with customer demand.
- **Content Creation & Multimedia Production:** Designed promotional materials using Canva and CapCut to maintain a strong brand identity.
- Increased Instagram and TikTok views from an average of 100 to 3,000 per post, improving engagement and brand visibility.

## Digital Marketing Consultant

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### Chai Square, Kericho, Kenya

Social Media Marketer

July 2023 - December 2023

### Blends By Mark, Nairobi, Kenya

Social Media Marketer

June 2023 - September 2023

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- Managed social media marketing, content creation, and brand strategy.
- Designed and optimized fully functioning websites
- Created high-quality visuals and video content using Canva and Premiere Pro
- Developed and executed digital marketing campaigns using Meta Business Suite to improve engagement and conversions.
- Provided brand consultation and audience targeting strategies based on market research.
- Designed and integrated an online booking system, leading to a 50% increase in client appointments and improved scheduling efficiency.

### Firmbridge

Marketing Intern

June 2022 - September 2022

### Lisamin Travel Agency

Marketing Intern

June 2018 - August 2018

## ADDITIONAL SKILLS AND CERTIFICATIONS

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- Fluent in Arabic, and English
- Proficient skills in all Microsoft Office Suite
- Google Ads Certification
- Digital Marketing Certification