HEBA AHMED

DIGITAL MARKETING | SOCIAL MEDIA | CONTENT CREATION

Salwa, Hawalli, Kuwait | +965 6095 1231 | niawo84@gmail.com

PROFESSIONAL SUMMARY

Digital marketing and content professional with experience across social media management, content planning, Meta advertising, graphic design, video editing, and Shopify e-commerce. Combines a creative approach with a technical background in websites, CMS platforms, and database administration. Experienced in coordinating content calendars, developing brand-aligned assets, supporting paid campaigns, and building Shopify storefronts. Interested in roles spanning digital marketing, social media, content creation, and e-commerce operations.

CORE COMPETENCIES

- Social Media Management & Content Calendars
- Meta Ads Manager & Campaign Monitoring
- Short-Form Video Editing & Mobile Content
- Website / CMS Content Administration
- AI-Assisted Creative Production
- Content Creation, Copywriting & Creative Planning
- Graphic Design & Brand-Consistent Visuals
- Shopify Store Development & Management
- Campaign Reporting & Performance Analysis
- Client Communication & Project Coordination

PROFESSIONAL EXPERIENCE

Social Media Specialist | *2023 – 2025*

Chameleon Agency | Kuwait

- Planned and coordinated social media content calendars aligned with client objectives and brand identity.
- Supported social media campaign planning, Meta advertising activities, and performance monitoring.
- Coordinated content production and publishing workflows using tools such as Trello and social media management platforms.
- Reviewed engagement and campaign indicators to identify opportunities for content and campaign improvement.
- Communicated with clients and supported day-to-day coordination across marketing tasks.

Shopify Store Developer & Manager| *2024 – 2026*

Freelance / Project-Based

- Built Shopify websites from the ground up for projects including Artique and Rituals.
- Organized storefront structure, product presentation, page content, and visual assets.
- Focused on brand consistency, clear product information, and user-friendly shopping experiences.

Freelance Graphic & Web Designer | *2010 – 2014*

Remote

- Designed websites, portfolio layouts, and marketing materials for digital use.
- Created visual assets with attention to layout, readability, and brand presentation.

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PROFESSIONAL EXPERIENCE — CONTINUED

Web Administrator & Rater (Google Partner) | *2010 – 2012*
Lionbridge | Remote
- Reviewed websites against search quality and content compliance guidelines.

IT Team Leader | *2010 – 2012*
AMIDEAST | Kuwait
- Coordinated IT support and technical operations and supported course delivery requirements.

Oracle Database Administrator | *2016 – 2017*
General Authority for Investment | Kuwait
- Worked in database administration within an organizational IT environment.

Oracle Administrator | *2016 – 2016*
Unisoft Company | Kuwait
- Supported Oracle administration tasks and database-related operations.

Advanced Office & Web Instructor / Help Desk Support | *2009 – 2010*
Virgitech Company (Microsoft Project) | Kuwait
- Delivered user support and training related to office and web applications.

Database Developer | *2008 – 2009*
Roaya Project | Egypt
- Developed a database system for a training institute.

ICDL Instructor | *2006 – 2008*
Egypt
- Delivered training in computer and office productivity fundamentals.

SELECTED PROJECTS

FLOWRA | Shopify E-commerce Brand Project
Selected Project
- Developed product positioning and storefront content for a U.S.-focused shower water filter brand concept.
- Created marketing angles, product-page messaging, creative concepts, and social media content ideas.
- Worked with Meta campaign setup and monitoring, reviewing traffic and funnel indicators to inform optimization decisions.

Eastern Palace | Restaurant Marketing Concept
Selected Project
- Developed a social media marketing direction for a Chinese restaurant in Kuwait focused on local awareness and customer acquisition.
- Planned content pillars and concepts for food-focused posts, short-form videos, promotional content, and audience engagement.

EDUCATION

- Bachelor's Degree in Commerce, 2006

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

- Google Analytics Quick Start — LinkedIn, 2025
- Introduction to Social Media Strategy, 2025
- Creating an Editorial Calendar, 2025
- UGC Content Creation — Bassem Magdy, 2024
- Mobile Photography & Editing — Smart Man Crew, 2024
- E-commerce & Media Buying — Omar Mohammed, 2024
- Digital Marketing & Media Buying — Bassem Magdy, 2022
- Write Social Media Strategy — Udemy, 2021
- Oracle Database Administration Certificate, 2008
- ICDL Certification, 2005

TECHNICAL SKILLS & TOOLS

Meta Ads Manager / Meta Business Suite • Shopify / CMS / WordPress • Canva / Adobe Photoshop / Adobe Illustrator • CapCut / AI-assisted content tools • Microsoft Word, Excel & PowerPoint • Trello / social media scheduling tools

LANGUAGES & PROFESSIONAL SKILLS

Languages: Arabic — Native | English — Very Good

Professional skills: Organization & time management | Communication & client handling | Leadership & coordination | Attention to detail | Presentation skills