

# DUAA MOHAMMAD

Senior Content Creator | Content Strategist | Digital Marketing Specialist

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## SUMMARY

A professional content writer and digital marketing with over 8 years of experience developing and executing content strategies that elevate brand identity across social media and search engines. Proven success collaborating with major government entities, including the Ministry of Culture and Ministry of Human Resources, delivering impactful marketing campaigns, event content, and high-visibility communication materials. Skilled in producing innovative, results-driven content with a strong foundation in SEO, creative writing, and strategic digital engagement.

## EDUCATION

06/2017 **B.A. in English Language and Literature | (GPA: 4.92/5)**  
*Imam Mohammad ibn Saud Islamic University - Riyadh, Saudi Arabia*

## SKILLS & ABILITIES

- Creative Writing & Translation
- SEO Copywriting & Blogging
- Social Media Marketing
- Sales & Marketing Strategy
- Content Planning & Development
- Website UX Review & Optimization
- Communication & Leadership
- Microsoft Office (Word, Excel, PowerPoint)
- Modeling Sources, Shooting & Campaign Production
- Excellent Negotiation Skills

## WORK HISTORY

11/2024 **Senior Content Creator**

10/2025 **Maximus KSA** – Riyadh, Saudi Arabia

- Lead writer for the **Tamkeen Clinics** project, creating strategic marketing and communication materials.
- Produced an annual magazine showcasing project achievements, milestones, and future plans.
- Prepared awareness brochures and weekly reports highlighting marketing department contributions.
- Attended official visits and developed internal communication content for high-profile government engagements.
- Represented the marketing team during beneficiary home renovation visits and volunteer initiatives.
- Developed weekly marketing product ideas to increase initiative engagement.
- Created weekly social media content for the Ministry's platforms promoting Tamkeen Clinics.
- Translated, edited, and updated program profile documents.
- Participated in weekly client meetings to support ongoing updates and urgent content requests.

06/2023 – **Nice One (Website)**

08/2024 **Content Supervisor** – Riyadh, Saudi Arabia

- Managed website content, including UX improvements, new pages, plugin implementation, and technical troubleshooting.
- Led content writers to ensure messaging and brand identity consistency.
- Enhanced online visibility by producing SEO-optimized content in Arabic and English (40+ pieces/month).
- Curated and edited website content to improve search engine ranking and user experience.
- Oversaw multiple content projects with consistent on-time delivery.
- Conducted audits to update or remove outdated content and optimize overall site quality.

10/2022 – **Account Manager**

05/2023 **Ministry of Culture** – Riyadh, Saudi Arabia

- Built trusted relationships with key clients, stakeholders, and executive sponsors.
- Ensured timely delivery of solutions aligned with client needs and strategic goals.
- Communicated progress of monthly and quarterly initiatives to internal and external teams.
- Managed escalations and provided solutions for challenging client requests.
- Scheduled on-site and off-site meetings to support client needs and strengthen relationships.
- Managed customer orders, financial transactions, and product delivery guidance.

03/2022 – **Senior Executive Content**

09/2022 **First Cry** – *Riyadh, Saudi Arabia*

- Developed weekly social media plans for multiple platforms (Snapchat, Instagram, Facebook).
- Directed design teams in India to ensure content alignment with brand identity.
- Wrote creative content for push notifications in Arabic and English.
- Produced blog content and contributed to website design and layout improvements.
- Generated, edited, and published engaging social media posts.
- Ensured brand consistency through detailed communication with writers.
- Optimized content performance using SEO best practices.

03/2021 – **Content Production Officer**

02/2022 **Rina and Blue Age Fashion Brands** – *Riyadh, Saudi Arabia*

- Managed sample handling and maintained daily tracking files.
- Oversaw photo selection and coordinated with studios and photographers for final edits.
- Renamed, organized, and delivered final photos to the digital team in Amman.
- Submitted daily sample status reports to management.
- Managed seasonal photoshoots and prepared samples.
- Handled model sourcing and production coordination.

01/2019 – **Creative Copywriter - E-Commerce Specialists**

02/2021 **Jollychic** – *Riyadh, Saudi Arabia*

- Edited product categories and developed high-engagement item descriptions aligned with brand voice.
- Created error-free content adhering to company style guidelines.
- Managed multiple fast-paced content projects simultaneously.
- Produced engaging social media content for Facebook, Twitter, Instagram, and Snapchat.
- Collaborated with the PR team for coordinated announcements and media communications.

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**LANGUAGES**

- Arabic (Native)
- English (Professional)