

JAWAD AL-AHMADI

MARKETING SPECIALIST & EVENT SUPERVISOR

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SUMMARY

Marketing and social media specialist with 2+ years of experience in content strategy, account management, and event operations. Managed 6 brand accounts end-to-end and produced viral short-form content with over 2M views. Bilingual (AR/EN) with strong analytical and execution skills.

PROFESSIONAL EXPERIENCE

Magnetic Marketing Agency 2023 - Present

- Led multi-platform strategies for 6 brand accounts (TikTok, Instagram, X, YouTube, Snapchat, and LinkedIn).
- Delivered 200% growth and viral short-form content (2M+ views).
- Built and executed content calendars (12–16 videos/week).
- Optimized performance using insights, trends, hooks, and CTAs.
- Coordinated creators, UGC, shoots, and on-ground activations.

Content Creator & Event Manager (Freelance) 2021 - Present

- Created and scaled the “Samainak” street-interview format with high audience retention.
- Planned and promoted events; increased reach and attendance by 60%.

Specialty Coffee Barista - Brew 92° 2021 – 2023

- Delivered high-quality customer service in a fast-paced environment.

EVENT EXPERIENCE

- | | |
|-----------------------|---|
| • NCMC | • Red Sea Mall Activations (Game Over, Cube Challenges) |
| • Motorshow | • Qamra |
| • MYMYN – Naghi Group | • Saudi–Omani Franchise Exhibition |
| • UBT | |

SKILLS

- Social Media Strategy | Short-form Video Production (CapCut/Adobe).
- Content Calendars & Publishing | Influencer/UGC Coordination.
- Community Management | Cross-functional Collaboration.
- Analytics & Reporting (TikTok Analytics, Meta Business Suite) | Event Operations | Canva.

EDUCATION

Bachelor in Advertising Communication

- University of Business & Technology (UBT) | Graduated 2025.

ADDITIONAL INFORMATION

- **Languages:** Arabic – Native , English – Intermediate.
- **Achievements:**
 - Managed 6 accounts end-to-end; achieved 200% follower growth in 6 months.
 - Produced viral short-form content with over 2M views.