

JAWAD AL-AHMADI

Assistant Manager – Social Media (Candidate) | TikTok Specialist
Jeddah, KSA (Willing to relocate to Riyadh) • +966 55 999 4360 • Jawadalahmadi5@gmail.com

Professional Summary

Results-driven social media specialist with 3+ years across content strategy, multi-platform publishing, and on-ground productions. Grew brand accounts and delivered viral videos (2M+ views) while managing 6 accounts end-to-end—planning calendars, optimizing by insights, and leading shoots and creators. Bilingual (AR/EN) with strong stakeholder and event operations experience.

Core 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

Experience

Magnetic Marketing Agency — TikTok Specialist & Event Supervisor | 2023–Present

- Led multi-platform strategies for 6 brand accounts (TikTok, Instagram, X, YouTube, Snapchat, LinkedIn); delivered 200% growth and multiple 2M+ view videos.
- Built and executed content calendars (12–16 videos/week across portfolio) aligned to marketing goals and brand guidelines.
- Monitored trends and performance; optimized hooks, CTAs, and posting times; issued weekly & monthly dashboards to stakeholders.
- Managed daily community interactions (comments/DMs) and escalation with clients.
- Produced on-ground shoots and street interviews; coordinated creators/UGC and handled permits, logistics, and QA before publishing.

Freelance — Content Creator & Event Manager | 2021–Present

- Created and scaled “Samainak” street-interview format with a distinctive editing style and high audience retention.
- Planned and promoted events; increased reach/attendance by 60% through targeted content and partnerships.

Brew 92° — Specialty Coffee Barista | 2021–2023

- High-pressure service role; customer experience and team coordination.

Education

B.A. in Advertising Communication, University of Business & Technology (UBT) — Expected 2025

Languages

Arabic (Native) • English (Professional)

Selected Achievements

- Managed 6 accounts end-to-end; 200% follower growth in 6 months.
- Produced viral short-form content (2M+ views).

- Delivered consistent publishing cadence (2+ videos per account weekly) with measurable engagement lift.