



SENAA ABDUSSALAM

SENIOR SOCIAL MEDIA SPECIALIST

PERSONAL PROFILE

Social media and Content Professional with expertise in brand campaigns, digital storytelling, and audience engagement. Skilled at managing large-scale projects, developing strategic content, and driving engagement across multiple platforms. Currently leading content initiatives at Qatar Living, one of the largest digital platforms in Qatar, where I create impactful campaigns and lifestyle content, and develop social media strategies that connect brands with diverse audiences. Recognized for a strong visual sense, creativity, and the ability to craft authentic narratives that resonate and deliver measurable results.

CONTACT

- + 974 31682302
- senaaabdussalam@gmail.com
- [View My LinkedIn Profile](#)

SKILLS & PROFICIENCIES

• Soft Skills:

Verbal and writing communication, organization.

• Microsoft Office:

Proficient in word, Excel and PowerPoint.

• General Skills:

Content Creating, Copywriting

• Database Management, Business Knowledge, Editing and Proofreading

L A N G U A G E S

English

Arabic

WORK EXPERIENCE

QATAR LIVING *Doha, Qatar*

Senior social media specialist | Mar 2024 - present

- Advertising Strategy • Influencer Campaigns • Content Creation
- Copy Writing • Presenting • Brand Development • Client Partnerships
- Account Leadership

• Oversee daily content strategy and community management across Qatar Living's social media platforms (Instagram, Facebook, TikTok, LinkedIn, Snapchat, and X), ensuring content stays consistent, engaging, and aligned with the brand voice.

• Manage and coordinate cross-functional teams including Sales, Design, and Video by setting clear objectives, streamlining workflows, and ensuring campaigns are delivered on time with measurable results. Provide creative direction to designers, guide the video team on storytelling and production, and collaborate with Sales to align campaigns with business and revenue goals.

• Drive Qatar Living's growth, achieving a 30% increase in 2025 through innovative digital strategies and data-driven content planning.

• Lead videography projects, including the production of corporate videos, promotional content, and branded storytelling, ensuring high-quality visuals that strengthen brand positioning.

• Cover events, exhibitions, and awards through real-time social media updates, reels, 360° content, and stories, while also conducting on-ground interviews to capture unique perspectives.

• Build and nurture online communities by engaging directly with followers, encouraging meaningful conversations, and amplifying authentic content through EGC initiatives.

• Track and analyze campaign performance using insights and analytics, refining strategies to improve reach, engagement, and conversions.

• Stay ahead of industry trends by experimenting with new formats, platform updates, and creative approaches to keep Qatar Living's content innovative and competitive

CERTIFICATES

- IELTS, Academic (Band 7.0)
- Google Analytics, Google Certified
- Google search ads, Google Certified Content Marketing, Hubspot Certified
- Bing ads, Microsoft
- Google display ads, Google certified Google video ads, Google Certified

EDUCATION

DIPLOMA IN PGP IN DIGITAL MARKETING AND ANALYTICS

*Digital Academy 360, Bangalore
August- February (2022-23)*

HIGHER SECONDARY

*International Indian School
- Jeddah, KSA (2018-2019)*

JUST US & OTTO *Doha, Qatar*

Social Media Manager | Nov 2023 - March 2024

Social Media Strategy • Event Promotion • Content Creation • Live Coverage • Community Engagement • LinkedIn Strategy • Profile & Page Management

- Creating and implementing social media strategies specifically designed to promote events, aligned with overall marketing objectives.
- Developing engaging, event-focused content across various social media platforms (Facebook, Twitter, Instagram, etc.), including pre-event buzz, live coverage, and post-event highlights.
- Monitoring and actively responding to comments, messages, and mentions related to events across all platforms to boost engagement and community interaction.
- Crafting compelling LinkedIn profiles and event pages for individuals, speakers, and businesses, optimizing them for maximum visibility and audience engagement.
- Developing a targeted content strategy for LinkedIn, tailored to its audience and algorithms, including event announcements, articles, posts, speaker spotlights, and multimedia content such as photos and videos.

HARIS & CO *Calicut, India*

Social Media Manager | July 2022 - Nov 2023

Advertising • Influencer Marketing • Food Styling • Content Creator • Branding • Client relations • Account Lead

- Lead and execute comprehensive social media marketing strategies for clients, consistently achieving or exceeding objectives.
- Collaborate closely with clients to define goals, KPIs, and target audiences, ensuring alignment with business objectives.
- Create and curate engaging content for various social media platforms, including text, images, videos, and interactive posts.
- Cultivate and maintain strong client relationships through regular communication, reporting, and client meetings.
- Applied advanced food styling techniques, enhancing dish presentation for menus and promotional material