

MINA SAYED

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A Social Media Marketing Coordinator with three years of experience specializing in brand messaging, content writing, data analytics, and HootSuite. A proven track record of developing marketing strategies and executing social media campaigns to drive brand exposure across target audiences.

PROFESSIONAL EXPERIENCE

SOCIAL MEDIA MARKETING COORDINATOR

Rise Marketing Inc., Miami, FL | June 2020 – Present

- Oversee all aspects of social media marketing for a premiere technology start-up, manage Facebook, LinkedIn, and Twitter accounts, and improve followership by over 400% across all social media platforms
- Coordinate with the marketing team and senior leadership to establish a brand identity centered on trust and integrity and ensure alignment with target audiences and core demographics
- Support marketing initiatives for the launch of a new software product, coordinate social media campaigns, and raise awareness of online launch events

SOCIAL MEDIA MARKETING INTERN

University of Florida, Gainesville, FL | September 2019 – June 2020

- Managed social media editorial calendars and platforms in coordination with a team of students and three faculty advisors, including LinkedIn, Twitter, and Facebook
- Spearheaded a Twitter campaign to raise awareness of student cultural organizations and events and collaborated with the team to overhaul social media strategy, resulting in a 200% increase in engagement

EDUCATION

BACHELOR OF SCIENCE (B.S.) MARKETING

University of Florida, Gainesville, FL | September 2010 – June 2014

KEY SKILLS

- Brand Messaging
- Social Media Marketing
- Content Writing
- Data Analytics
- Marketing Strategy

CERTIFICATIONS

- Certified Web Professional – Web Developer, IWA, 2016
- Certified Digital Designer (CDD), ADA, 2015