

# Haneen Dagamseh

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Possess 3+ years of **Content Development** and a desire to learn more. With up-to-date knowledge of digital trends. Seeking to utilize acquired skills and experience to develop creating, maintaining, and improving content as a way to enhance business goals.

Social Media and SEO certificates are available upon a request

## Work Experience

### Content Developer & Junior SEO at Flare Marketing

11/2021 to present

- Coming up with content goals, social media trends, strategies and pitching ideas to the Creative team.
- Collaborating with other departments and team members and brainstorming subjects for creative content.
- Creating unique, simple-to-understand, and user-friendly content using good SEO techniques.
- Writing new web content and editing existing content En & Ar.
- Editing and proofreading new content before publication.
- Managing the distribution of content through our various channels, including social media.
- Analyzing performance indicators and web traffic and determining the effectiveness of created content.
- Social Media and SEO tools.

### Communication and Content Development officer at EcoPeace Middle East

09/2021 to 11/2021

- Develop, implement and evaluate EcoPeace's media strategy in consultation with the regional marketing team and the Directors.
- Develop proactive media opportunities in line with EcoPeace's programs.
- Collaborate with the regional media and marketing team to produce polished, attention-grabbing communications for internal and external messaging including webpages, blog posts, newsletters, email campaigns, digital ads.
- Produce written content for promotional materials in English and Arabic. and social media posts.
- Write and distribute media releases and op-eds in English and Arabic for printed and digital press.

### Content Moderator Advisor at Webhelp BPO

08/2020 to 09/2021

- Review and moderate all user-generated content and user profiles.
- Removing unrelated or inappropriate content.
- Accurate monitoring of content on the first instance requirements.
- Move contributions that are not directly related to a given topic and even delete contributions that are not relevant.
- Conducting quality sessions.
- 200+ Productivity and Social Committee member for over 1000+ employee

## Work Experience

### Coordinator and Video Maker at Yarmouk Univeristy

09/2019 to 01/2020 I Volunteer

- Managing deadlines & progress across the team to ensure the project is delivered on time.
- Organizing third-party providers and vendors to deliver elements that can't be produced in-house.
- Overseeing the delivery of projects and making adjustments as necessary to ensure they are delivered to specifications and high standards.
- Planning and filming live events, short films, and ad shoots.
- Discuss ideas with the Creative team prior to filming.
- Filming With the president of Yarmouk University, ambassadors, foreign students, and International relations.
- Offering creative feedback and providing an estimated filming budget.
- Contacting and negotiating with suppliers for equipment, products, and services.

Participating in press events and conferences.

### Communication and Content Developer at IBTKRGO Company

03/2019 to 05/2020

- Develop, implement and manage our social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Stay up to date with the latest social media best practices and technologies
- Attend conferences and manage the media.
- Work with copywriters and designers to ensure content is informative and appealing

## Education History

**Yarmouk University** 02/2016 to 06/2020

Marketing Bachelor | Yarmouk University

**Graduation Project: Factors affecting the use of mobile commerce.**

## Skills

- Ability to operate flexibly to work as a member of a small team and to manage a variable workload.
- Excellent communications skills – ability to lead a constructive dialogue with sensitivity and tact
- Solid knowledge of technology and content value and contribute to the generation of ideas.
- Excellent experience in content development in varied genres.
- Entrepreneurial mindset – flexible, discreet, and good at problem-solving.
- High attention to detail. Web Content. Content Marketing. Video production. Photography. Videography. Microsoft Office. Data Collection. SEO Friendly Content

## Coordinating Skills

- Verbal and written communication for understanding project requirements and explaining these needs to employees and third-party providers.
- Problem-solving abilities to correct any challenges or inefficiencies for the best results
- Leadership and motivation to guide team members in making consistent progress
- Goal-setting to set realistic deadlines and strategize daily, weekly, monthly, and quarterly progress.