



# Awab Sirelkhatim

+971522560115

Al-Taawun, Sharjah, UAE

awab.sirelkhatim@gmail.com

[LinkedIn Link](#)

## SKILLS

- Project Management
- Communication Skills
- Critical Thinking
- Leadership
- Social Media Marketing
- Web Design

## EDUCATION

### Advertising, Branding & PR

Middlesex University Dubai

2022 - Present

### International Foundation Programme

Middlesex University Dubai

2021 - 2022

### Cambridge IGCSE Curriculum

Nairobi International School

2019 - 2021

## LANGUAGES

- English
- Arabic
- Swahili

## PROFFESIONAL SUMMARY

Creative marketing professional with a passion for branding and digital storytelling. Skilled in social media campaigns, content creation, and audience engagement. Proficient in Canva, Adobe Suite, Meta Business Suite, CapCut, and Premiere Pro.

## WORK EXPERIENCE

### Social Media Executive

JUNE 2024 - FEBRUARY 2025

Maji Maji Details | Dubai, UAE

#### Achievements

- Successfully increased Maji Maji's social media reach by over 1,800%, growing average post views from under 100 to 2,000+ through strategic content planning and engaging reels.
- Implemented a streamlined online booking system, enhancing customer experience and contributing to consistent client growth during the brand's launch phase.

### Social Media Marketer

JULY 2023 - AUGUST 2023

Chai Square | Kericho, Kenya

- Provided freelance marketing support for a restaurant in Kericho, Kenya, encompassing website development, photography, and curated content for social media platforms, driving brand exposure and customer engagement in the local market.

### Social Media Marketer

JUNE 2023 - JULY 2023

Blends By Mark | Nairobi, Kenya

- Delivered comprehensive freelance marketing solutions for a barber, integrating a custom booking system into their website, in addition to photography and social media content creation, resulting in increased client acquisition and streamlined appointment management.

## COURSES

### Google Ads

JANUARY 2025 - FEBRUARY 2025

Online course- Coursera

### Fundamentals of digital marketing

JUNE 2020 - AUGUST 2020

Online course- Google