



Ghalia Khodari

Advertising Creative Design Student

Details

-  +966533847141
-  Ghalia.w.khudary@gmail.com
-  www.linkedin.com/in/ghalia-khodari
-  GhaliaKhodari.com

Education

Advertising Creative Design

University Of Business And Technology
2022-Current

Expected Graduation Date: June 2025

Hard Skills

- Visual Communication
- Marketing & Advertising Skills
- Copywriting
- Content Creation
- Research Skills
- Profecient AI use (technical & Visual)

Soft Skills

- Commitment
- Communication Skills
- Leadership/Teamwork
- Dedication
- Fast Worker
- Skilled in end-to-end campaign development, from creative concept to visual design

Profile

Creative designer with a strong background in advertising and marketing, specializing in strategy development, project leadership, and brand storytelling. Skilled in enhancing marketing efforts through compelling visual design and clear communication. Adept at aligning creative direction with business goals to drive engagement and results. Passionate about staying ahead of industry trends and leveraging social media insights to craft data-driven, impactful campaigns.

Experience

Marketing Assistant & Graphic Designer (Seasonal Part Time Job)

Magnetic Marketing Agency | June 2024 -September 2024

- Designed seasonal marketing materials
- Collaborated with the marketing team to develop creative campaign ideas.
- Adapted designs based on feedback to meet deadlines.
- Worked directly with clients to bring their vision to life.

Marketing Analyst (Internship)

Visual Data & Information Technology Company | July 2023 -October 2023

- Analyzed market trends & customer behavior
- Worked closely with the sales department to identify opportunities for new client acquisition

Marketing Assistant (Internship)

Magnetic Marketing Agency | May 2022-August 2022

- Performed market analysis and research
- Supported the marketing team in daily administrative tasks
- Prepare promotional presentations
- Created content calendars & helped in designing
- Prepared marketing proposals

Softwares & Tools

- Adobe Cloud (Illustrator, Photoshop, Indesign, After .Effects, Premiere Pro, Audition, & AI Firefly)
- Paid Ads & Campaign Management (Google Ads, Meta ...Ads Manager, TikTok Ads Manager, & LinkedIn Ads)
- Hootsuite
- Google Analytics
- Wix & Salla
- HubSpot Marketing Hub