



Ali Abada

Creative & Social Media Manager

ABOUT ME

I'm a creative Social Media Manager & Multimedia Specialist with 8+ years of experience and a strong background in digital agencies. I'm passionate about turning bold ideas into impactful campaigns, crafting innovative concepts and designing engaging multimedia content. My approach drives social media growth and delivers dynamic solutions that energize brands and captivate audiences.

PERSONAL DETAILS

Age : 27

Nationality : Algerian

CONTACT

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🖱 www.aliabada.com

📍 Business Bay, UAE

EXPERTISES

- Branding and Identity Development
- Creative Problem-Solving
- Digital Marketing
- Generative AI
- AI Automations
- Social Media Marketing
- Social Media Growth
- Social Media Management
- Creative Concepts
- Storyboarding
- Motion Graphics
- Sound Design
- Strong Communication Skills
- Team Leadership
- Delivering Presentations
- Influencer Marketing
- Trilingual Copywriting



Portfolio

www.behance.net/aliabada



LinkedIn Profile

<https://www.linkedin.com/in/aliabada/>

WORK EXPERIENCE

Creative & Social Media Manager

July, 2023 - Present

LEOS Developments (Property Developer)

- Developing and implementing content strategies, managing the social media, and increasing engagement through consistent and strategic posting.
- Leading the creative team in producing high-quality marketing materials and engaging videos to promote projects and enhance brand visibility.
- Designing compelling creatives for digital advertisements and managing ad campaigns across multiple platforms.
- Running brand awareness campaigns, conducting keyword research, and optimizing targeting to maximize reach and effectiveness.
- Copywriting in English, Arabic, and French to cater to diverse audiences.
- Utilizing artificial intelligence to generate innovative concepts for content creation.
- Creating the LEOS Live podcast and collaborating with influencers to amplify brand messaging and reach new audiences.
- Designing and creating dynamic motion graphics to enhance visual content and marketing materials.

Social Media Manager & Multimedia

Mai, 2022 - June, 2023

NeverStop Media (Digital Agency)

- Worked with luxury brands to set branding strategies, staying updated with trends to produce innovative work.
- Created viral videos that led to the sale of half of the luxury watches in inventory.
- Designed motion graphics and 3D animations, and conceptualized creative ideas.
- Managed design team, including hiring, onboarding, setting goals, and providing mentorship.
- Managed social media, implemented viral content strategies and increased followers, driving significant sales.
- Created targeted social media campaigns for luxury buyers.
- Delivered presentations, proposals, and onboarded new clients.
- Ensured timely project delivery within deadlines.



TOOLS

 Photoshop	<div style="width: 100%; height: 10px; background-color: black;"></div>
 Illustrator	<div style="width: 100%; height: 10px; background-color: black;"></div>
 InDesign	<div style="width: 100%; height: 10px; background-color: black;"></div>
 Adobe XD	<div style="width: 100%; height: 10px; background-color: black;"></div>
 Figma	<div style="width: 100%; height: 10px; background-color: black;"></div>
 After Effects	<div style="width: 100%; height: 10px; background-color: black;"></div>
 Premiere Pro	<div style="width: 100%; height: 10px; background-color: black;"></div>
 Zoho CRM	<div style="width: 100%; height: 10px; background-color: black;"></div>
 Hubspot CRM	<div style="width: 100%; height: 10px; background-color: black;"></div>

LANGUAGES

English	<div style="width: 100%; height: 10px; background-color: black;"></div>
Arabic	<div style="width: 100%; height: 10px; background-color: black;"></div>
French	<div style="width: 100%; height: 10px; background-color: black;"></div>
Spanish	<div style="width: 25%; height: 10px; background-color: black;"></div>

ADDITIONAL DETAILS

UAE Driving Licence

Visa Status: UAE Work Visa

TRAINING

	AI Automation Marketing Paid Course Jan, 2024
	Google Digital Marketing & E-commerce Certificate Coursera Mar, 2023
	Leadership & Management P&P School, Algiers Sept, 2022
	Graphic Design Certificate Pro Advance School, Algiers Dec, 2017

Senior Multimedia Designer

Mar, 2020 – Apr, 2022

Store Execution (Digital Agency)

- Led the design team, managing design projects from inception to completion. Oversaw scheduling, task delegation, and interdepartmental coordination to ensure timely and high-quality project delivery.
- Delivered presentations, proposals, and onboarded new clients.
- Ensured meticulous adherence to brand guidelines, particularly when collaborating with international brands such as **Coca-Cola**, **Unilever**, and **P&G**.
- Created motion graphics and 3D animations, developed creative concepts, and proposed them to multinational brands.
- Ensured timely project delivery within deadlines.



Social Media Manager & Graphic Designer

Jan, 2019 – Mar, 2020

Crin Blanc (Clothes Brand) - Algeria

- I was responsible for creatives for diverse marketing campaigns, developing innovative concepts that resonated with the brand's aesthetic
- Managed social media accounts and ran digital campaigns that drove strong sales.
- Collaborated with influencers to expand brand reach, create authentic content, and engage with target audiences effectively.

Freelance Multimedia & Digital Marketing

Nov 2016 – Dec 2018

Remote

- Developed brand identities, managed social media for brands and clients, created motion graphics, ran digital marketing campaigns and optimized e-commerce businesses.

Graphic Designer

Nov, 2016 – Oct, 2016

Hkim 23 (Digital Agency) - Part-Time, Algeria

- Designed visuals for large billboards and building displays.
- Created billboard designs for well-known brands like Renault and Henkel.



Social Media Manager & Graphic Designer

Dec, 2015 – Nov, 2016

Jamcore (GYM), France - Remote

- Managed social media channels, scheduled content, and engaged with followers.
- Created brand identity, visual content, and edited promotional videos.
- Designed online coaching programs.
- Increased social media growth and gained thousands of followers.

EDUCATION

Bachelor's Degree in English Linguistics

Mai, 2020

University of Algiers 2

High School Degree in Foreign Languages

Jun, 2016

Tarek Ibn Ziad high school, Algiers