Faisal Al-Dhaheri

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Professional Summary

I am a dedicated and enthusiastic professional who is passionate about marketing and has worked in various roles that involve social media, digital promotion, and customer engagement. I have a strong interest in expanding my knowledge in areas such as SEO, analytics, and long-form content strategy. My internship experiences have taught me the value of brand voice, consistency, and scheduling, while also making me more confident in handling different content types across multiple platforms.

Professional Experience

Marketing Intern – Bright Ideas Digital, Dubai

March 2022 – June 2022

Worked with the digital marketing team to support campaign planning and execution. Helped manage Instagram and LinkedIn pages by writing captions, scheduling posts, and gathering analytics. Collaborated with the design team to brainstorm post ideas and coordinated with the content manager to ensure brand consistency.

Part-Time Social Media Assistant – Freelance

Remote | 2021 – 2022

Supported a small group of clients (3–4 brands) by creating weekly content plans using Canva and writing captions tailored to each platform. Responsibilities also included light community management, occasional report creation, and suggesting small improvements for visual layouts.

Education

Bachelor of Business – Zayed University, UAE

Graduated: 2022

Skills

• Social Media Strategy and Scheduling

• Canva & Basic Adobe Photoshop

• Bilingual Communication (Arabic & English)

• Microsoft Excel and PowerPoint

• Copywriting and Caption Creation

• Content Planning and Engagement

• Basic SEO Understanding