RANIA IBRAHIM

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SUMMARY OF QUALIFICATIONS

- Marketer who plans campaigns around clear goals and reports honestly on results.
- Experience across 3 employers, most recently as Marketing Manager at Greenleaf Marketing.
- Comfortable across email, social and events.
- Known for clear communication with colleagues and for following work through to the end.

EDUCATION

University of Leeds — **Leeds**
BA Marketing — *2015*

PROFESSIONAL EXPERIENCE

Greenleaf Marketing — **Lisbon**
Marketing Manager — *Apr 2024 – Present*

- Built the monthly marketing report from web and CRM data.
- Briefed and managed two freelance designers.
- Reported monthly on channel performance to the leadership team.
- Planned and delivered weekly campaigns across email and social channels.
- Organised a customer webinar series with over 600 sign-ups.

Brightline Agency — **Lisbon**
Marketing Executive — *Jun 2021 – Jan 2024*

- Ran A/B tests on landing pages and email subject lines.
- Grew the newsletter list from 4,000 to 11,000 subscribers in a year.
- Wrote product pages and case studies with the sales team.
- Kept brand guidelines up to date and checked campaign assets against them.

Greenleaf Marketing — **Lisbon**
Marketing Assistant — *Apr 2018 – Jun 2021*

- Ran three trade-show stands, from booking to follow-up.
- Planned the annual content calendar with sales and product.
- Managed a small paid-social budget and cut cost per lead by a fifth.

INITIATIVES

Brand refresh

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

Customer story series

- Planned and delivered it alongside day-to-day work, with a written plan and agreed success measures.
- Shared the results with the wider team and kept the documentation up to date.

TECHNICAL SKILLS

General: Microsoft Office, Canva, HubSpot, Google Analytics
Languages: English (Fluent)

CERTIFICATIONS

- Google Analytics Certification
- CIM Certificate in Professional Marketing

EXTRA-CURRICULAR ACTIVITIES

- Volunteer at a local food bank twice a month.
- Organiser of a monthly running club with around 30 members.
- Treasurer of a local sports club, keeping the accounts and membership list.

REFERENCE

Joaquin Reyes
Engineering Manager, Northwind Retail

Contact: joaquin@example.com