Awatif Alotaibi

Creative Content Manager

Phone
+966 54 299 7121

Email
awatifalotaibii2@gmail.com

LinkedIn
in/awatif-alotaibi

Nationality
Saudi

2M+ campaign views
30+ influencer briefs
3M follower account managed
7+ Korean beauty brands
20+ brand partners
13 store brand identity

Brief

Saudi creative content manager with ten years across design, content and marketing, including four years leading brand campaigns and influencer operations. Currently with the marketing strategy team at Nrsen, a distributor of Korean beauty brands in Saudi Arabia, where I write and produce campaign ideas and content, run the influencer and UGC programme, and build brand performance reviews for the Korean brand principals. Write in Arabic and English, and work across the Adobe suite, professional AI tools for image and video production, and social media monitoring platforms.

Objective

Seeking career opportunities that blend design, content writing, business strategy and marketing to drive innovative solutions.

Experience

Nrsen

2023 - Present
Full-time

Creative Content Manager

Distributor of Korean skincare brands in Saudi Arabia: SOME BY MI, Celimax, Skinfood, KOLAGRA, SeoulCeuticals, Jumiso, Manyo and others

- Write and produce campaign ideas and content for online and offline marketing, write video advertising scripts, and develop and produce video concepts using professional AI tools (Kling AI, Google Veo, Runway, Impresso).
- Building a content production pipeline that takes a single brief through to finished copy and design, standardising brand voice and cutting turnaround.
- Led the Eid Bride influencer campaign: 28 influencers, 32 videos, over 2 million views and around 60,000 likes, now the brand's internal benchmark for campaign performance.
- Own the influencer and UGC programme end to end across 7+ Korean beauty brands: sourcing and selection, creative briefs for over 30 macro and micro influencers on TikTok, production coordination and post-campaign reporting.
- Ran a single-brand activation spanning 13 influencers, 15 micro-creators and 30 UGC creators, tracked in one performance sheet calculating engagement rate and CPM per creator.
- Contributed to the brand's largest National Day campaign to date, with a return on investment that exceeded targets. Authored the following year's concept: six Saudi-women personas, each mapped to a routine and a shoppable multi-brand bundle, with a shopping event running around 100 hours.
- Build English brand performance reviews for the Korean brand principals, structured Marketing, Sales, Digital, Root Causes. Analyse scraped platform data across defined periods, including over 50 influencer posts, to compare in-house activity against agency-run campaigns and flag duplicates and data errors.
- Write Arabic product-description libraries at scale (around 50 product blocks per brand) and bilingual banner copy, and direct creative collaborations with retail platform partners including Noon, Faces, Nahdi and Boutiqaat.
- Build the weekly editorial calendar across paid and organic social, and coordinate production with photo and video shooters, designers and external advertising agencies.

Bahraini Artist: Amira Mohammed

2023 - Present
Freelance, monthly retainer

Content Marketing Manager

- Manage daily content production on Snapchat and Instagram for an audience of approximately 3 million followers across both platforms.
- Manage the artist's commercial brand: creative direction, design, website management, and concept development.
- Coordinate a roster of 20+ recurring brand partners: campaign concepts, Arabic ad copy in the client's voice, story-format creative, brand assets, and a portfolio of 8+ partner discount codes.
- Lead PR and partnership outreach: sourcing collaborators, requesting media kits and rate cards, and handling advertising copy and business correspondence, including her campaign with VogaCloset.
- Building a story production pipeline that runs from a single idea through to finished copy and design, holding brand voice steady and speeding up output.

Experience

Eyad Pastry
2021 - 2024
Full-time

Graphic Designer
- Handled the brand's entire visual identity across social media and 13 stores, covering editorial design and print production (roll-ups, banners, billboards).
- Designed seasonal packaging for Ramadan, Eids and national days alongside new product launches, a strategic move that produced a significant lift in sales.
- Contributed regularly to product design innovation, creating trending cake and chocolate designs executed by the patisseries in line with market trends.

Etc Dots
2022 - 2023
Part-time

Marketing Specialist
- Led the marketing strategy for the Masakin Aknan housing project, achieving full reservation of all 51 apartments in four months instead of the planned eight.
- Wrote creative social media content for agency clients and managed their marketing operations across commercial sectors: Masakin Aknan, Air Roastery, Ehtewa Medical Center and Esfin Furniture.
- Served as primary liaison between agency and clients: delivered campaign reports, delegated tasks across a team of three, and assessed outcomes per project.

Freelance
2016 - 2021

Creative Content & Design
- Produced visual and written brand identities for local brands, and wrote content and developed marketing plans for commercial brands.
- Produced AI-generated marketing videos, and managed, monitored and directed the growth of social media accounts.
- Completed structured training through the period in graphic design fundamentals, digital marketing, scriptwriting and social media management.

Education

Shaqra University
B.A. · May 2013 - July 2016

Courses

Fundamentals of Graphic Design
California Institute of the Arts
2019

Content Maker Business
m7twa platform
2019

Social Media Management
m7twa platform
2020

Creative Writing of the Story
Writer Taleb Alrefai
2023

Script Writing: Write a Pilot Episode
Michigan State University
2019

Marketing in a Digital World
University of Illinois
2019

Languages

Arabic
Native

English
Professional working proficiency

Skills

Microsoft Office

Adobe Illustrator

Adobe Photoshop

Adobe Premiere

AI tools
Kling AI · Google Veo · Runway · Impresso · Building AI-assisted content production pipelines · Video script writing and development

Monitoring
TikTok Creative Center · TikTok Analytics · Instagram Professional Dashboard · Meta Business Suite · Platform data monitoring and extraction tools · Engagement rate and CPM analysis · Market and competitor research

Work management
AppSheet and workflow organisation tools · Google Workspace · Editorial calendars · Cross-team production coordination

Marketing & content
Campaign strategy · Influencer and UGC management · Brand development · Retail and e-commerce activation · Arabic and English copywriting · Product copy and newsletters · Brand voice development

Writing
Tawq, personal Arabic essay publication, 11 published pieces since 2023, safeandcosy.wordpress.com