

# Mustafa Alziwani

Erbil, Iraq

mustafa.alsharif97@gmail.com | +964 751 535 4047

## Professional Summary

Digital marketing and social media specialist with experience managing multi-platform campaigns, community engagement, and analytics reporting. Skilled in content creation, performance analysis, and digital storytelling. Technical background in IT with experience building custom analytics tools for social media monitoring.

## Key Highlights

- 2+ years experience in online marketing & social media
- Social media campaigns – Instagram, Facebook, TikTok
- Built custom marketing analytics tool using platform APIs
- Analytics reporting & engagement strategy
- Arabic & English (fluent), with working Kurdish

## Work Experience

### Marketing Assistant / Social Media Coordinator

iCenter – Apple Authorized Reseller, Erbil, Iraq

Aug 2024 – April 2026

- Developed and managed social media content calendars for Instagram, Facebook, and TikTok.
- Scheduled, published, and monitored posts using Meta Business Suite.
- Managed community interactions including responding to comments, messages, and customer inquiries.
- Created visuals, product photography, and promotional videos using Photoshop, Illustrator, Final Cut Pro, and Figma.
- Captured live content during store events, launches, and product showcases.
- Analyzed social media performance metrics and produced weekly/monthly analytics reports to improve campaign strategy.
- Coordinated influencer collaborations from outreach to campaign timelines.
- Managed website content using WordPress including product uploads and page optimization.
- Supported seasonal campaigns and Apple product launches following brand guidelines.

## **Online Marketing Specialist**

**Hiwa Real Estate, Erbil, Iraq**

**June 2021 – August 2022**

- Managed the company's online marketing presence across social media platforms.
- Created and published property listings and promotional content.
- Designed digital marketing materials and advertisements for real estate projects.
- Engaged with potential clients through social media and online channels.
- Assisted in developing campaigns to promote new property offerings.

## **Education**

**Bachelor's Degree in Information Technology**

**Cihan University, Iraq – 2024**

## **Skills**

- Social Media & Marketing Content Calendar Planning, Community Management, Campaign Management.
- Tools & Platforms Meta Business Suite, Facebook Ads Manager, TikTok Tools, WordPress, WooCommerce
- Design & Video Adobe Photoshop, Adobe Illustrator, Final Cut Pro, Figma.

## **Core Strengths**

- Fast learner with strong adaptability
- Strong communication and teamwork
- Creative mindset with problem solving attitude
- Ability to work under pressure and meet deadlines

## **Projects**

### **Social Media Analytics Dashboard**

GitHub: <https://github.com/Arthurdotself/social-media-analytics-dashboard>

- Developed a custom tool to track live follower counts and engagement metrics across Facebook, Instagram, and respond.io.
- Utilized platform APIs to collect and visualize data for real-time monitoring.
- Used internally to support social media reporting and performance tracking.

## **References**

References available upon request.