

BADER AL-SAMMARRAIE

Marketing Officer

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PROFESSIONAL SUMMARY

Content professional with over 4 years of experience across digital media, eCommerce, and campaign management. I have managed content operations for high-traffic platforms, coordinated multi-team campaigns, and produced video and visual assets for social media and in-app use. My background spans campaign planning, social media management, influencer coordination, and performance analytics — with hands-on experience in eCommerce content through my work at Tamata, one of Iraq's leading online platforms.

PROFESSIONAL EXPERIENCE

Marketing Officer | Skills On Sales *Oct 2025 – Jun 2026*

- Developed and maintained a structured content calendar aligned with institutional priorities across multiple digital platforms.
- Managed end-to-end content publishing on social media and digital channels, ensuring proper formatting, tone, and brand consistency.
- Reviewed and quality-checked all content prior to publishing to ensure accuracy and alignment with brand standards.
- Coordinated cross-functional campaigns bridging creative production and strategic business growth objectives.
- Tracked published content performance and contributed to improving content coordination workflows.

Reference: Sarah Al-Mashhdani | sarah@skillsonsales.com

Content & Country Director | Lovin Baghdad – Augustus Media FZ-LLC *Aug 2023 – May 2025*

- Led content strategy and digital communications for Lovin Baghdad, a high-traffic media platform under Augustus Media.
- Managed and coordinated content publishing across Facebook, Instagram, Twitter, and TikTok, ensuring consistency in tone and messaging.
- Maintained a structured content calendar and publishing workflow aligned with audience engagement goals.
- Monitored and analyzed social media performance metrics to optimize content strategies and improve reach.
- Collaborated remotely with the Augustus Media team in Dubai to align content direction and brand voice.

Reference: Richard Fitzgerald | rich@weareaugustus.com

Media Coordinator | Tamata LTD *Jun 2025 – Sep 2025*

- Managed content and campaign execution across Tamata's eCommerce platform and social media channels.
- Planned and coordinated in-app content placements and promotional campaigns aligned with product categories.
- Created short-form video content and visual assets for social media and in-app use, shot and edited on mobile.
- Collaborated with influencers and content creators to drive product visibility and customer engagement.
- Monitored performance metrics and customer behavior to optimize content strategy and improve conversions.

Reference: Sara Lafta | sara_abdljabar@tamata.com

Media & Event Coordinator | Ticket Zone *Nov 2024 – Present*

- Provided comprehensive media coverage for events including photography, videography, and content documentation.
- Organized and coordinated events ensuring smooth operations and strong post-event content output.

- Produced visual content and post-event reports in collaboration with event teams.

Social Media Manager | One Touch Group *Jun 2023 – Dec 2023*

- Spearheaded social media campaigns resulting in a 54% increase in engagement.
- Monitored performance and managed paid campaigns to drive traffic and conversions.

Reference: Sabah Tarik | ceo@one-touchgroup.com

LEADERSHIP & EXCHANGE PROGRAMS

Iraqi Young Leaders Exchange Program (IYLEP) | *July 2024 | Various States, USA*

- Selected for a competitive U.S. State Department-affiliated program focused on leadership, teamwork, and community project development.
- Participated in workshops across multiple states building skills in project management, collaboration, and institutional engagement.

VOLUNTEERING & COMMUNITY

Social Media Specialist | The Station for Metro Program *Oct 2023 – May 2025*

- Developed content campaigns highlighting sustainability practices, engaging undergraduate student audiences.

Social Media Coordinator / Leader | TEDx Baghdad *Oct 2021 – Dec 2023*

- Managed social media strategy for TEDx events; analyzed metrics and made data-driven optimization decisions.
- Collaborated with teams to enhance audience engagement through creative content focused on global issues.

Social Media Specialist | Baghdad City of Peace Carnival *Nov 2021 – Nov 2022*

- Developed and curated engaging content focusing on sustainability and environmental issues.
- Engaged with youth through social media platforms to promote peace and climate action.

Vice-President | Youth Leadership Wave *Aug 2021 – Jun 2022*

- Led discussions on climate change during mentorship programs, fostering youth involvement in environmental sustainability.
- Developed strategies for engaging youth in climate-focused projects and campaigns.

Alumni Ambassador | World Learning *Dec 2020 – Present*

- Serving as Alumni Ambassador in Iraq, representing World Learning's mission and values.

EDUCATION

B.Sc. Civil Engineering | Al-Nahrain University *Nov 2022 – May 2026*

Environmental Sustainability | Florida International University (FIU) *Jul 2024*

SKILLS & COMPETENCIES

Content Management: Campaign planning, in-app content coordination, cross-platform publishing, workflow management, quality control

Creative Writing: Caption writing, brand messaging, platform-specific content adaptation, eCommerce copywriting

Analytics & Reporting: Social media performance tracking, engagement analysis, data-driven content optimization

Platforms: Instagram, Facebook, TikTok, Twitter/X, LinkedIn, website content management

Tools: Canva, Adobe Suite (basic), CapCut, mobile video shooting & editing, photography, videography, Microsoft Office Suite

Video Production: Short-form social video, mobile shooting, on-camera presenting, voiceover, DSLR (basic)