

Ghalia Khodari

Creative Advertising Graduate



portfolio
Ghaliakhodari-eportfolio.com

CONTACT

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EDUCATION

Bachelors Of Advertising in
Creative Advertising
University Of Business & Technology
Creative Advertising
2021 - 2025

HARD SKILLS

- Creative design
- Advertising strategy
- Campaign management
- Social media marketing
- Brand storytelling
- Content creation
- Market research
- Project management

SOFT SKILLS

- Creative problem-solving
- Strategic thinking
- Communication skills
- Collaboration & teamwork
- Leadership potential

SOFTWARES

- Paid Ads & Campaign Management (Google Ads, Meta ...Ads Manager, TikTok Ads Manager, & LinkedIn Ads)
- Google Analytics
- Wix & Salla Management
- Adobe Suite (Illustrator, Photoshop, Indesign, After Effects, Premiere Pro, Audition, & AI Firefly)

PROFILE

Creative advertising with a strong background in advertising and marketing. Skilled in strategy, brand storytelling, and campaign management, with expertise in visual communication that drives engagement and results.

EXPERIENCE

Communications & Project Management (Full Time)

Leo Burnette Jeddah | September 2025 - Current

- Coordinate and manage projects from planning to execution
- Develop and oversee communication strategies and content.
- Pitch marketing ideas, support creative communications, and assist in marketing research and project management.
- Monitor timelines, budgets, and deliverables to ensure quality.
- Support campaigns, presentations, and client communications.

Advertising Art Director (Co-OP)

Leo Burnette Jeddah | June 2025 - August 2025

- Supported art direction and campaign coordination for Alsalama Hospital and Saudia Airlines.
- Contributed ideas, market insights, and research to strengthen strategies.
- Collaborated with CS and design teams across KSA, Lebanon, Dubai, and Amman.

Marketing Assistant & Graphic Designer (Seasonal Part Time Job)

Magnetic Marketing Agency | June 2024-September 2024

- Designed seasonal marketing materials
- Collaborated with the marketing team to develop creative campaign ideas.
- Adapted designs based on feedback to meet deadlines.
- Worked directly with clients to bring their vision to life.

Marketing Assistant (Internship)

Magnetic Marketing Agency | May 2022-August 2022

- Performed market analysis and research
- Supported the marketing team in daily administrative tasks
- Prepare promotional presentations
- Created content calendars & helped in designing
- Prepared marketing proposals

CERTIFICATES

- CRM (Practical Ideas To Generate Sales, Loyalty & Repeat Business Fast)
- (PCP) International Community Strategy
- Mice Management- Meetings, Incentives, Conferences & Events