

Yasmeen Elsafi

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Website Management | Social Media Management | Content Creation | Digital Marketing | SEO | Facebook Ads | Instagram Campaigns | Administrative Coordination | E-learning Platforms | Virtual Classrooms

EDUCATION

University of Science and Technology, Sudan

01/2000 – 12/2004

- Bachelor of Computer Science

Aptech Computer Education, Sudan

07/2002 - 08/2003

- Higher Diploma in Software Education

PROFESSIONAL EXPERIENCE

Freelance | Social media specialist | Remote

01/2025 – Present

- Managed social media accounts and executed paid ad campaigns across platforms, significantly improving engagement, followers, and leads for diverse clients.
- Utilized analytics tools (Meta Business Suite, Insights) to monitor performance and optimize social media strategies.
- Provided consultancy for startups on platform selection, content strategy, and posting schedules.

New Admin Institute | Administrative Coordinator | Dubai, UAE

08/2024 – 10/2024

- Responded to student inquiries about over 10 courses, explaining their structure, content, and schedules.
- Coordinated lecture timings and facilitated communication between instructors and students for smooth operations.
- Provided clear guidance on course fees, exam schedules, certifications, and instructor qualifications, building trust.

Nile University IT Centre | E-Learning Specialist (Head of Unit) | Khartoum, Sudan

10/2022 - 03/2023

- Managed academic and administrative content updates, improving system functionality and user experience.
- Designed and implemented virtual classroom setups, increasing remote learning accessibility for over 2000 students.
- Provided robust technical support and training for faculty, enhancing the integration of technology in teaching.

Nile University IT Centre | Website Administrator & Social Media Manager | Khartoum, Sudan

09/2016 – 09/2019

- Directed daily management of digital platforms, significantly boosting online presence and user engagement.
- Developed and executed content strategies across multiple channels, increasing web traffic and social media interaction.
- Managed crisis communication on social media, maintaining the university's reputation during critical events.

University of Medical Sciences and Technology (UMST) | Software Engineer | Khartoum, Sudan

09/2015 – 09/2016

- Developed administrative systems, including an accommodation management system, enhancing operational efficiency.
- Created detailed analytics reports for academic administration, supporting strategic decision-making processes.
- Designed a graduation certificate request system, streamlining student services and reducing processing times.

Future University | Software Developer and System Analyst | Khartoum, Sudan

02/2005 – 09/2015

- Implemented software solutions that enhanced administrative process efficiency, impacting over 3000 users.
- Developed and maintained robust staff and student information systems, improving data accuracy and accessibility.
- Provided ongoing technical support and system upgrades, ensuring the reliability and security of university databases.

QUALIFICATIONS

Independent Coursework | Various

01/2012 – 08/2023

- Participated in an Effective Marketing course, July/August 2023, Cairo, Egypt.
- Completed a course in Search Engine Optimization (SEO) at DM Arts Academy, Cairo, Egypt in August 2023.
- Attended Social Media Ads training at Marketers Academy, Cairo, Egypt in November 2023.
- Acquired Social Media Marketing skills at Zafar Training Centre in November 2022.
- Earned certifications in Content Writing and Advanced Writing Skills from Zafar Training Centre and Kawader for Recruitment and Training, 2022 and 2012 respectively.

Certificate of Database | London School of Computer Education | London

01/2008 – 01/2009

- Proficient in web and graphic design tools including Dreamweaver HTML, Photoshop, and Flash.
- Certified Oracle Database Administrator (10g OCA/OCP) ensuring high database performance and security.
- Microsoft Certified Technology Specialist (MCTS) in SQL Server 2005, specializing in implementation and maintenance.
- CompTIA A+ Certified, demonstrating comprehensive IT operational and technical support skills.

ADDITIONAL INFORMATION

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- **Technical Skills:** PHP, PHP Smarty, MySQL, MS Office, Oracle 10g, HTML, Dreamweaver, Photoshop, Flash
 - **Interests:** Reading, International Travel, Staying Updated on New Technologies
 - **Languages:** English (Fluent), Arabic (Native)