



# Rania Alhebshi

Front-End Web Developer

## CONTACT

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## LINKED IN

[linkedin.com/in/rania-al-hebshi-42282387](https://www.linkedin.com/in/rania-al-hebshi-42282387)

## AWARDS

2015 PIA GRAPHIC EXCELLENCE AWARDS

Winner of The Best In Category Student Award

2015 GRAPHIC COMMUNICATION WEEK

Winner of The Best Poster

## LANGUAGES

English ●●●●●●●●

Arabic ●●●●●●●●

## SOFT SKILLS

- + Problem-solving
- + Critical thinking
- + Leadership
- + Attention to detail
- + Creativity
- + Time and project management

## SUMMARY

Energetic, creative, and well-rounded digital media and online marketing expert with 8 years of progressive experience. Proficient in Front-End development and graphic design. Experienced in implementing wide array of digital media & marketing techniques to promote web trafficking, brand awareness, and increase customer reach and engagement to meet sales and business objectives.

## EXPERIENCE

- Developed a modern eCommerce front-end website using Magento.2 platform.
- Continuously make recommendations to improve our UX/UI by analyzing heat maps, user recordings, and on-site events.
- Oversee daily the website performance, warehouse operations, inventories, sales, and shipping.
- Plan and execute online marketing campaigns, SEO, emails, social media, & Google ad.
- Manage the marketing team plan & establish an online marketing strategies and processes campaigns to drive revenue and repeat visits.

- Developed unique art designs for products such as souvenirs that reflect the tradition, culture, and favored landmarks of Saudi Arabia and its cities.
- Directed a team of graphic artists to design creative and unique products.
- Managed all social media platforms and ads campaigns that increased brand awareness, and customer engagements, analyzed campaigns performances, and enhanced content creation.
- Led a marketing team with planning for paid ads strategies, creative designing, and budgeting to process campaigns and drive revenue.
- Created a modern and dynamic website for an online store using Shopify.

- Created Oil & Gas educational custom graphics, technical illustrations, cutaway diagrams, and flowcharts to incorporate in video animations for Online Oil and Gas e-learning courses.
- Maintained the website contents, posts, and podcasts using WordPress.
- Managed the website SEO by standardizing the structure and contents of the website to bring up search ranking and website traffic.

Feb 2021 - Jul 2023  
**eCommerce & Online Marketing Director**  
Talid Arabia Trading.  
[www.giftat.com](http://www.giftat.com)

Nov 2018 - Jun 2021  
**Head of Design & Online Marketing**  
Talid Arabia Trading.  
[www.giftat.com](http://www.giftat.com)

Jun 2017- May 2023  
**Graphic Artist & Digital Media Specialist**  
EKT Interactive.  
[www.ektinteractive.com](http://www.ektinteractive.com)



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## DESIGNING SKILLS

Photoshop

Illustrator

InDesign

Premiere Pro

Adobe XD

UX & UI

WordPress

## CODING SKILLS

HTML5 & CSS

JavaScript

PHP

## MARKETING SKILLS

Google Ads

Google Analytics

Email Marketing

SM Marketing

SEO/SEM

## CONT. EXPERIENCE

- Created timeless and compelling graphic design services that include billboards, indoor and outdoor airport advertisements, flyers and brochures, website banners, and social media organic media posts and paid ads campaigns.
- Designed motion graphics and short videos for ads campaigns and airport screen advertisements.
- Worked closely with the marketing team to pitch and promote new deals and promotions.
- Managed and implemented organic, paid, and social media advertising campaigns
- Monitored day-to-day social media accounts
- Created quality and effective marketing content in both Arabic and English.
- Developed data analysis and performance reports.

Oct 2017 - May 2019  
**Multi Media Designer & Social Media Manager**  
Key Car Rental  
www.key.com

- Designed custom graphics for marketing campaigns aligned with business goals, which include PPC advertising, display/banner advertising, video marketing, email marketing, social media, and web design.
- Managed website back-end in Magento platform and strengthened website performance like page speed and keyword density to improve SEO.
- Analyzed online customers' behavior using Google Analytics to understand purchasing habits, keyword searches, and preferences.
- Coordinated web content and the creation of graphic content such as product images, descriptions, and blogs.
- Photographed fine jewelry, edited and prepared the photos for print and website product display.
- Built a powerful online voice to boost brand awareness through social media.

Sep 2016 - Jun 2017  
**Communication & Digital Media Specialist**  
Inter-Continental Jewelers

## EDUCATION

University of Houston | Houston, TX  
**B.S. Digital Media / emphasis in E-Publishing & Marketing**  
**Minor Technology Leadership and Supervision**

South Plains College | Lubbock, TX  
**Computer Information System (CIS)**

MIT Sloan School of Management | Online  
**Digital Marketing Analytics - Certificate**