



ANWAR HUNEIDIE

COPYWRITER & CONTENT SPECIALIST | DIGITAL MARKETING | COMMUNITY MANAGEMENT

CONTACTS

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KEY ACHIEVEMENTS

- Instagram Growth Achieved**
Boosted Instagram followers by 2,000 in six months with effective content strategies.
- Audience Growth**
Contributed to 35% combined growth in followers and reach over 12 months through social media content management.
- Digital Presence Enhanced**
Renewed digital presence over 12 months, enhancing visual communication consistency.
- Customer Service & Sales**
Served approximately 50–100 customers daily, supporting sales, cross-selling and customer loyalty through personalized customer service.

EDUCATION

Universidad de La Rioja
Master's in Digital Marketing 360°
10/2024 - 06/2025
• Completed

SKILLS

CONTENT & MARKETING

Copywriting • Content Creation • Content Marketing •
Social Media • Community Management •
Editorial Planning • Written Content •
Audiovisual Content • Visual Communication •
Marketing Campaigns • Marketing Strategy •
Email Marketing • Social Advertising •
Content Strategy • Content Production •
Social Media Marketing

TOOLS

Canva • WordPress • Filmora • Hootsuite • Meta Tools •
ChatGPT • Microsoft Office • Excel (Basic) •
Google Suite

MARKETING KNOWLEDGE

SEO • SEM • Email Marketing • Google Analytics •
Google Ads •
Generative AI for Content Creation and Productivity

SUMMARY

Copywriter and Digital Content Specialist with hands-on experience creating written, social media and audiovisual content for organizations and small businesses. Experienced in content planning, adapting messages across channels and managing content for WordPress, Instagram, Facebook and WhatsApp. Contributed to measurable audience growth, including 2,000 Instagram followers in six months and 35% combined growth in followers and reach over 12 months.

EXPERIENCE

Parroquia Maria Madre del Amor Hermoso 01/2022 - Present
Community Manager / Content Creation & Management

- Plan and create written, social media and audiovisual content for WordPress, Instagram, Facebook and WhatsApp, adapting messaging to each communication channel
- Create articles, social media posts, interviews, images, videos and reels using Canva and WordPress, supported by editorial content planning
- Contributed over approximately 12 months to renewing the organization's digital presence with a more modern, coherent and consistent visual communication style

Latin Store 11/2021 - 06/2022
Sales & Customer Service

- Served approximately 50–100 customers per day across customer service, sales, cross-selling and loyalty; also handled cash, stock, orders, suppliers, returns and customer issues

Pastoral Vocacional de la Arquidiócesis de Valencia 2020 - 2020
Community Management / Digital Communication

- Proposed and adapted a weekly in-person program to a fully virtual format during the 2020 pandemic, enabling its continuity despite in-person restrictions

Shan 2000 2016 - 2018
Production & Marketing Manager

- Contributed to gaining 2,000 Instagram followers in six months through content creation and management for the company's main account
- Created content and supported existing Instagram and Facebook marketing activity while contributing to B2C/B2B sales, negotiation and customer service
- Supported production organization and careful material use, contributing qualitatively to reduced waste, fewer errors and more organized deliveries

Pastoral Juvenil de la Arquidiócesis de Valencia 2015 - 2017
Community Management / Content Creation

- Created and managed social media content, contributing to approximately 35% combined growth in followers and reach over 12 months

LANGUAGES

SPANISH	Native	ENGLISH	B1 certified (2026)
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TRAINING / COURSES

Master's in Digital Marketing 360° Universidad de La Rioja	Specialized Training in Digital Marketing Platzi
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