

# BARAA BASSEM

Creative Content Writer | Marketing Specialist | Social Media Manager

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## PROFESSIONAL PROFILE

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Results-driven Creative Content Writer & Social Media Specialist with over 4 years of experience crafting high-converting copy and executing data-driven marketing strategies for Iraqi and international agencies. Holding a Bachelor's degree in Electrical Engineering, I combine analytical problem-solving with creative storytelling to accelerate brand growth and maximize digital sales. Proven track record of scaling social media presence, driving rapid audience engagement, and boosting conversion rates through strategic video content and targeted campaigns.

## WORK EXPERIENCE

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### Social Media Manager & Lead Copywriter

*Classico Group (Al-Shaab Branch) | Baghdad, Iraq | Per-Task (Apr 2026) → Full-Time (Apr – Jun 2026)*

- Managed and optimized the brand's official Instagram and TikTok channels, focusing on short-form video content (Reels) and organic growth.
- Successfully scaled the community audience, increasing total followers from 22,000 to over 24,000 within a remarkably short timeframe.
- Contributed innovative post concepts and visual content ideas that expanded brand reach and effectively captured the target audience.
- Designed and wrote persuasive advertising scripts that directly contributed to boosting overall sales by 15% to 30%.

### Photographer, Content Writer & Social Media Manager

*Alam Kutubi Library | Baghdad, Iraq | Per-Task | January 2026 – April 2026*

- Produced full-page, creative visual and written content for the library's social media channels, boosting weekly post reach by 20%.
- Served as the primary in-house photographer, directing, shooting, and editing professional Instagram Reels and visual content.
- Contributed to field marketing and direct customer engagement initiatives, supporting a measurable increase in in-store and online sales.
- Managed accurate data entry operations for inventory tracking and customer relationship management databases.

### Freelance Copywriter & Sales Manager

*Shimi Fuok Agency | Remote / Seoul, South Korea | March 2025 – June 2025*

- Developed creative Instagram content and localized copy aligned strictly with global brand identities.
- Executed consumer-insight-driven marketing strategies that boosted audience engagement metrics by 15%.
- Managed remote sales operations, cultivating strong customer relationships and optimizing lead conversion rates.

## Per-Task Copywriter & Marketer

*Safeer Al-Arab Agency | Palestine / Remote | February 2024 – October 2024*

- Wrote high-converting, targeted advertising scripts optimized for social media promotional campaigns.
- Delivered creative scripts specifically tailored for professional photography and commercial production services.

## Content Creator

*The Musketeers | 4 Months*

- Goal: Scaled educational brand awareness and streamlined video production through visual scriptwriting and structured workflows.
- Content & Scriptwriting: Authored engaging educational scripts and social media copy tailored to target audiences.
- Storyboarding & Direction: Drafted scene-by-scene storyboards (visual flow, shots, and audio) to align production and editing teams.
- Visuals & Scheduling: Designed promotional graphics via Canva and managed publishing calendars using Notion and Google Docs.

## EDUCATION

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### Bachelor in Electrical Engineering

*University of Technology – Baghdad | Baghdad, Iraq | Graduation Year: 2026*

**Graduation Project:** IoT-Based Electricity Theft Detection System (Focused on hardware-software integration and automated data analysis).

## CERTIFICATIONS & COURSES

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- Graphic Design Fundamentals – The Makers (March, 2026)
- Digital Content Writing & Strategy – Satar & Al-Saff Agency (Instructor: Hassan Kareem) (January 2026)
- Creative Content Creation & Storytelling – Google (November 2025)
- Digital Content Creation – Edraak Platform (August 2025)
- Meta Business Management & Marketing – Meta (May 2025)
- Content Creation Specialization – Coursera (February 2025)
- Professional Copywriting & Content Creation Course – Under the supervision of Coach Hassan Karim.
- Graphic Design Basics Course – The Makers Platform.

## CORE SKILLS

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- Copywriting & Persuasive Writing
- Social Media Strategy (Instagram, TikTok)
- Ad Scriptwriting & Video Content Concepts
- Photography & Video Production (Reels)
- Audience Growth & Page Scaling
- Data Entry & Inventory Management
- Microsoft Office Suite (Word, Excel, PowerPoint)
- AutoCAD

- Graphic Design (Canva & Basics)
- Problem Solving & Strategic Planning

## LANGUAGES

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Arabic: Native | English: Intermediate