

# Joud Alrabadi

☼ Sunnyvale, CA ☼ 408-755-1425 ☼ joudalrabadi@gmail.com ☼ linkedin.com/in/joudalrabadi/

## MARKETING EXPERIENCE

---

February 2022 – May 2023

**PRODUCT MARKETING ASSOCIATE MANAGER** | OLOID INC. | SUNNYVALE, CA

*Oloid is a B2B physical identity and access management company which modernizes access control for workplaces.*

### Marketing Video Production

- Organized all aspects of video production for a B2B marketing video from conception to completion, including scriptwriting, storyboarding, videography, and editing, ensuring video was delivered on time and within budget
- Drafted and published **12** how-to videos to educate users on product features, functionalities, and troubleshooting

### Trade Show Event Coordination

- Successfully managed end-to-end tradeshow logistics for **7 annual trade shows**
- Presented product pitches to booth visitors resulting in **200+ qualified leads**
- Successfully executed **1k+ tradeshow giveaways**, corporate merch, and informational brochures
- Hired and collaborated with freelancers to create trade show booth designs

### Product Marketing

- Collaborated with design agencies and graphic designers to create on-brand packaging designs
- Performed professional **photoshoot of 10+ products** for usage in all forms of marketing materials and the website
- Successfully managed and supplied stock of products in hand, ensuring the company never ran out of any products

November 2020 – June 2021

**SOCIAL MEDIA MARKETING MANAGER INTERN** | YWCA GREATER AUSTIN | AUSTIN, TX

*YWCA Greater Austin is a non-profit dedicated to eliminating racism and empowering women*

- Designed **100+ posts** for use on Facebook and Instagram + utilized Hootsuite to create new, engaging content daily
- Increased Facebook **page followers by 12%** and **page likes by 2%**
- Increased Instagram **followers by 8%, reach by 181%, and engagement by 657%**
- Developed social media campaign on Facebook and Instagram for the annual Amplify Austin fundraiser that raised **\$12K** which exceeded the company-set target by **104%**

January 2020 – September 2020

**ORIENTATION LEADER** | ST. EDWARD'S UNIVERSITY | AUSTIN, TX

*St. Edward's University is a nationally ranked, liberal arts university*

- Conducted Zoom orientation sessions for **120+** new first-year, international, and transfer students
- Created engaging PowerPoint presentations to advertise the university, campus resources, and Austin community
- Directed small group discussions about the student experience and university resources

## EDUCATION

---

**ST. EDWARD'S UNIVERSITY** | BACHELOR OF BUSINESS ADMINISTRATION IN MARKETING

**GPA: 3.98/4.0** (*Summa Cum Laude*), *Dean's List*,

**Leadership:** VP of social media - American Marketing Association; President - Women's Leadership Organization

**Awards:** Gold Award - Phi Theta Kappa Honor Society; Exemplary Leader Award; Alpha Gamma Pi Scholarship

## CERTIFICATIONS

---

Google Ads Search | Google Ads Measurement | Fundamentals of Digital Marketing | Google Ad Grants Online Marketing Challenge | Inbound Marketing | Stukent Mimic Pro Digital Marketing Simulation | Social Marketing

## SKILLS, LANGUAGES & INTERESTS

---

**Skills:** Google Ads | Google Analytics | Adobe Photoshop | Adobe Illustrator | Microsoft Word, Excel, Access, PowerPoint | Facebook | Instagram | Twitter | TikTok | Video Editing | Canva | Wix | WordPress | HubSpot | Pipedrive | Mailchimp

**Languages:** Native in English and Arabic

**Interests:** Learning new languages, photography, videography, strategy board games, dancing, arts & crafts, escape rooms