

# Suzan Yousef Alesrawi

## Social Media & Operations Coordinator – Humanitarian & Community Programs

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LinkedIn Profile | Suzan Alesrawe

UAE – Dubai

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**Professional Summary:** I am a Social Media and Operations Coordinator with ten years of experience supporting humanitarian, community, and marketing programs. My work is driven by a strong humanitarian commitment, particularly in initiatives related to children, malnutrition cases, and women's support. I also supported civil community efforts during crisis situations in Syria, contributing to coordination and community assistance within emergency and disaster-response contexts. I combine field experience, content planning, insights analysis, and operational coordination to build clear systems that serve people, strengthen communities, and create sustainable social impact. I am seeking a volunteer leadership opportunity within a humanitarian or creative organization in the UAE.

## Humanitarian Focus

- Child welfare and orphan support initiatives
  - Malnutrition awareness and nutrition-related programs
  - Women empowerment and community support
  - Human-centered storytelling and social impact communication
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## Work Experience

### Social Media Manager | Operations Support

Web Ctrl A (Online) | 12/2023 – 01/2026

UAE – Dubai

- Planned, organized, and scheduled social media content aligned with institutional and community goals
  - Analyzed social media insights and prepared simplified performance reports to support decision-making
  - Coordinated between marketing and operational teams to ensure consistent messaging and smooth execution
  - Organized content and operational data into clear systems to ensure continuity and easy access.
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### Operations Coordinator – Data & Client Organization

Lilac Marketing & Events (Online) | 10/2020 – 04/2022

UAE – Dubai

- Organized and archived client data on Google Drive using a clear and logical structure

- Supported communication and marketing teams through professional PowerPoint presentations
  - Re-structured client data from the foundation to improve clarity, accuracy, and speed of access
  - Contributed to smoother workflows through documentation and operational coordination
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## **Operations & Data Coordinator – CMAM Center**

Syrian Arab Red Crescent | 02/2016 – 03/2022

Syria – Sweida

- Prepared accurate reports supporting humanitarian and health programs
  - Entered and organized beneficiary data for CMAM programs and mobile clinics
  - Supported field teams working with children, malnutrition cases, and vulnerable families through operational and data coordination
  - Coordinated with medical and administrative teams to ensure smooth program implementation
  - Complied with disaster management and infection control procedures
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## **Education:**

Diploma – Air Hospitality

JATS- 2013

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## **Certifications & Courses**

- CMAM Malnutrition Treatment Course – Syrian Arab Red Crescent / Canadian Red Cross
  - Nutrition Project Course – Syrian Arab Red Crescent
  - First Aid Course – Syrian Arab Red Crescent
  - Disaster Management Workshop – Syrian Arab Red Crescent
  - Infection Control Course
  - Digital Marketing, Content Writing & Social Media Management – Ousos Institute
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## **Languages**

- Arabic: Native
  - English: B2
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# Skills

**Hard Skills:** Social Media Content Planning & Scheduling, Insights Analysis, Reporting & Documentation, Data Organization, Operations Coordination, Google Drive & Office Tools

**Soft Skills:** Attention to Detail, Time Management, Emotional Intelligence, Team Coordination, Problem Solving

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