SARON GHEBREZGHI

OPERATIONS LEAD | CONTENT STRATEGIST | SOCIAL MEDIA MANAGER

gsaron114@gmail.com | 0942209011 | Telegram @saron777 | Addis Ababa, Ethiopia

PROFILE

Creative marketing professional with hands-on experience across content strategy, social media management, creative production, project coordination and client communication. Experienced in taking content projects from ideation and planning through production, post-production, publishing and reporting. Combines operational coordination with a strong visual perspective shaped by fashion design and creative production.

EXPERIENCE

Injera Digital Marketing

Operations Lead | Content & Social Media · Addis Ababa, Ethiopia

- Coordinate content projects, timelines, deliverables and workflows.
- Coordinate production teams, shoots and post-production.
- Manage client communication, feedback and approvals.
- Develop content ideas, scripts and creative directions.
- Manage publishing and scheduling across Instagram, TikTok, Facebook and YouTube; prepare monthly performance reports.
- Support graphic design; use AI-assisted tools for research, ideation, graphics, reports and presentations.
- Projects: Taza Foods, Kefita Apartments, Metro PLC / LG.

Freelance

Social Media Marketer · Addis Ababa, Ethiopia

- Create content ideas and audience-focused scripts; direct content during filming; plan content and creative strategy.
- Freelance project: Daycare Amen. Content creation, script writing, shoot management, production coordination and creative direction.

Shega Glam

Beauty Service · Addis Ababa, Ethiopia

- Provided makeup services; managed bookings and client communication.

Meneshaye · Ahoon Frigate Service

Saleswoman · Market Research Interviewer

- Product promotion, customer relationships and sales support; market research interviews and data collection.

Co-Founder & Volunteer, youth charity initiative

Addis Ababa, Ethiopia

- Co-founded a nonprofit initiative supporting children and elderly people; fundraising, event planning, partnerships and outreach.

KEY SKILLS

Content Strategy & Planning · Social Media Management · Content Ideation · Script Writing · Creative Direction · Production Coordination · Shoot Management · Video Editing · Graphic Design · Client Communication · Project & Team Coordination · Workflow Management · Social Media Reporting · AI-Assisted Creative Workflow

EDUCATION

Fashion Design (Vocational), Bole Manufacturing College

CERTIFICATIONS & TRAINING

Sales & Marketing, Golden Sales Training Institution · **Makeup, Nail & Eyelash**, IVA Beauty Training Center · **Video Editing**, Dallol Academy

FASHION SKILLS

Pattern Making · Garment Construction & Sewing · Fashion Design & Illustration · Fashion Styling · Creative Design Concepts

BEAUTY SKILLS

Makeup Artistry · Nail Technology · Eyelash Extensions