Salma El-Ananii

Product Marketing Associate · Arabic & English

Product marketer with 5+ years across agency, fintech, Saudi B2B SaaS and CX automation. I turn complex products into stories people get, in Arabic and English, and I measure them by leads and engagement, not posts shipped.

EXPERIENCE

Tactful AI · Product Marketing Associate

Mar 2026 – now

- Relaunched Tactful's Arabic community as CX Leaders Forum and built it into a webinar-led demand program: 9 webinars in Q3 2026, 507 registrations, 38% average attendance and 43 ICP-fit MQLs for Sales
- Wrote the 90-day lead-gen plan and ran the program in two-week sprints with targets and reviews
- Built post-webinar follow-up, a 6-stage nurture newsletter and gated content; set email copy rules from campaign data

Velents.ai · Senior Content Creator (Riyadh)

Mar 2024 – Mar 2026

- Led content for the new website launch and launch campaigns for Agent.sa and Velents Buddy
- Wrote product marketing for the ATS feature series, ebooks, newsletters and 30+ Arabic articles for Saudi HR leaders
- Raised organic engagement 280%; named Star of the Quarter

SahlPay · Content Creator

Mar 2023 – Feb 2024

- Launched the مع سهل كله سهل campaign: 5M+ reach
- 2M organic TikTok reach and +500% engagement; wrote push, SMS and in-app microcopy

Telda · Social Media Executive

Aug 2021 – Feb 2023

- Created Telda Comics, a serialized Instagram Stories comic: +100% Stories engagement in Ramadan

Fayoum Int'l Film Festival · Head of Social Media

Jun 2024 – now

- Lead a 10-person team (reel creators, editor, photographers) across 3 editions

Luxor African Film Festival · Social Media Coordinator

Feb 2021 – Mar 2024

Earlier · BSocial, Tarek Nour Communications, Jupiter Commz

2019 – 2021

- Agency copy for Oxi, Piece of Art (Ads of the World), Beit El-Ezz, Champollion and more

CONTACT

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SKILLS

- Positioning & messaging
- GTM & launch content
- Demand gen & webinars
- Lifecycle email & newsletters
- Arabic (Egyptian, Saudi) & English copy
- UX writing & microcopy
- SEO long-form
- Community building

TOOLS

Jira, Confluence, Luma, HubSpot, Meta Business Suite, Google Analytics, Canva, Claude, n8n, Replit

AWARDS

- Star of the Quarter, Velents (2024)
- Jack of All Trades, Velents (2024)
- Ads of the World feature, Piece of Art (2021)

CERTIFICATIONS

- Certified Digital Marketing Associate, DMI (2024)
- Product Launches (PRLC), Product School (2024)
- Advanced Digital Marketing, Udacity (2021)

EDUCATION

B.A. Mass Communication, MUST (2022)
Diploma, Advanced Marketing, AASTMT (2023)