

Curriculum Vitae

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Professional Summary

Skilled Social Media Specialist with 6+ years of experience managing Facebook, Instagram, and TikTok campaigns. Combines creative content creation with data-driven strategies to boost engagement, ROI, and brand growth.

Experience:-

Egyptian Production House

Director of Social Media Department (2022 – 2025)

- Managed and created content for political campaigns and parliament members' social media pages.
- Directed a team to develop innovative strategies that increased online engagement and reach.

El Raya Market

Social Media Specialist (2019 – 2022)

- Worked 3 years creating and managing engaging content tailored to platform and audience.
- Supervised social media accounts and publishing schedules to ensure consistent presence.
- Interacted with followers, responded to inquiries, and boosted brand visibility.

Education

Bachelor of Business Administration & Secretarial Studies

Ramses College for Girls – Graduated in 2022

Skills

- Creative and diverse content creation aligned with audience and platform.
- Managing publishing schedules and ensuring consistent posting.
- Full supervision of multiple social media accounts.
- Engaging with followers, responding to inquiries and comments.
- Tracking and applying latest trends into content strategy.
- Monitoring and analyzing performance with analytics tools.
- Preparing detailed performance reports and actionable recommendations.
- Collaborating with marketing, design, and sales teams.
- Organizing and managing paid advertising campaigns.
- Developing monthly content plans to meet brand goals.

Languages

Arabic: Native

English: Good