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Competencies

Social media strategy, content writing, and light design (Photoshop, Clipchamp), competitor and SWOT analysis, campaign analytics and reporting, project and team coordination, customer support, and community moderation.

Tools: Meta Business Suite & Ads Manager, Trello, Notion, and Google Workspace.

Social Media Specialist – TAR *(Marketing Agency)*

- Set up a clear workflow for the team, organised all client briefs, tasks, and assets in Notion, then mirrored them on Google Drive, Sheets, and Trello so newcomers can plug in quickly.
- **Worked as part of the Tasweqa squad** serving the Saudi F&B market, ran competitor and SWOT analysis, built channel plans, and wrote all daily copy, captions, post text, and short-video scripts, matching each brand's voice.
- Coordinated designers, video editors, and the account manager to keep visuals, reels, and UGC campaigns on schedule.
- **E-commerce side projects:** managed ad campaigns for a sportswear store and an online furniture shop, wrote product-focused copy, and created design briefs in line with media-buyer recommendations.
- Compiled a monthly insights report that tracks reach, engagement, and clear next-step actions.

Social Media Marketer – Handasi *(Mechanical-Engineering E-learning Platform)*

- Handled end-to-end digital marketing for the platform as a one-man crew, covering strategy, copy, simple Photoshop visuals, and short Clipchamp reels.
- Partnered with student activities in several universities, running booths and workshops that took the brand offline and generated leads.
- Launched and trained a campus ambassador program, using word of mouth to widen awareness and trust.
- Planned and executed Meta ad campaigns to bring in qualified leads, working in parallel with the sales team to fine-tune the funnel and targeting.

Co-Founder & Marketing Lead – MOTQN *(Virtual Makerspace)*

- One of the three co-founders established a makerspace that helps engineering students transform their ideas into functional prototypes.
- Planned and produced all content, simple Photoshop visuals, reels, and project photos, and handled full community moderation.
- Managed customer support end-to-end: met with clients, gathered project briefs, broke tasks down for the team, and followed up on progress with each client.
- Led offline marketing and partnerships with university student activities, running events and workshops that grew the makerspace's reach across Mansoura, New Mansoura, and Damietta without paid ads.

Social Media Specialist – HSI Academy *(Biomedical Engineering Courses Academy)*

- Led a small creative team (one graphic designer and one video editor) to deliver campaigns for biomedical-engineering courses.
- Wrote and scheduled audience-focused content, keeping tone and visuals consistent.
- Went on-site to film course events and capture student feedback clips for editing.
- Helped organise online webinars and handled live-chat moderation during each session.

Project Manager – Optimis *(Coworking Space)*

- Managed the **Mentorship Project**, a set of social-media-marketing and graphic-design courses, setting clear targets for each round and tracking progress.

- Searched for suitable instructors, held screening meetings, and agreed on curricula aligned with program goals.
Coordinated with the marketing and sales teams to attract students.
- Oversaw the evaluation system, followed up on student feedback, and adjusted sessions to maximise learning value.
- Delivered soft-skills sessions on how to write a professional CV, LinkedIn, and personal branding, presentation skills, and work-management tools.

Freelance Scriptwriter – Hegaz *(YouTube Channel)*

- Wrote concise pop-science scripts that turned complex lab topics into clear, engaging stories.

Educational Background

B.Sc. Mechanical Power Engineering, Mansoura University, 2024

Extracurricular activities:

- Marketing Team Lead – ICPC Chapter, Mansoura University:
Ran the chapter’s social channels, launched the “Samir Junior” awareness campaign, tripled engagement, and increased new-member applications by about 50 %.
- Content Creator for several student activities.
- Delivered on-campus sessions on market research, marketing basics, and content creation.