

IRINY DEMIAN SADEK

Digital Marketing Specialist

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🌐 <https://www.linkedin.com/in/iriny-sadek-299a46191> 📍 Alexandria, Egypt

★ Married

SUMMARY

Senior Digital Marketer with more than 5 years experience in Egypt and Golf countries with marketing agencies or as a freelancer.

EXPERIENCE

Digital Marketing Specialist

08/2019 - Present

Freelance

Alexandria

- Analyze customer expectations according to past social media activity
- Develop social media campaigns
 - Define KPIs and KRAs for social media campaigns
- Update social media content across all channels
- Engage with customers and followers
- Use social media marketing tools such as Buffer and Hootsuite (mention any social media marketing tool that you are currently using or plan to use)
- Monitor campaigns and analyzes data obtained
- Monitor SEO and web traffic metrics
- Establish relationships with social media influencers to develop a strong network
- Develop content or get it done by content developers
- Keep an eye on social media trends
- Communicate effectively to all stakeholders including senior management and content developers
- Help identify target audiences and plan media campaigns
- Compare and negotiate rates, ad space and airtime
- Optimize plans and budgets according to the best media mix
- Prepare schedules and adjust when needed
- Experiment with new platforms and channels
 - Ensure ads are creative and displayed appropriately
 - Monitor costs and return on investment (ROI)
 - Report to clients and build long-term relationships

Account Manager

12/2021 - 05/2022

Kingsmen

Dubai

- Develop, implement and manage social media strategy
- Define most important social media KPIs
- Manage and oversee social media content
- Measure the success of every social media campaign
- Attend educational conferences
- Work with copywriters and designers to ensure content is informative and appealing
- Collaborate with Marketing, Sales and Product Development teams
- Train others in the team

Social Media Specialist

06/2020 - 06/2021

PMED

Alexandria

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LANGUAGES

Arabic Intermediate ●●●●●

English Intermediate ●●●●●

FIND ME ONLINE

f Facebook

<https://www.facebook.com/iriny.demian.5?mibextid=ZbWKwL>

Bē Behance

<https://www.behance.net/iriny.sadek6d0c>

SKILLS

Media buying · Digital marketing ·

Content creation

Photoshop · Illustrator ·

Web designing · Computer skills

ACHIEVEMENTS

💎 In less than 6 months in my first digital marketing agency i was responsible of 7 Golf accounts at the same time

As it proves that my passion in digital marketing leads me to another level of proficiency

PASSIONS

💎 To become a professional Digital Marketing Manager

EXPERIENCE

Social media specialist

06/2019 - 06/2020

[Pro Crew](#)

Alexandria

- Industry: Computer Software
- Responsible for social media accounts (Facebook - Twitter - Instagram - snap chat) moderation, creative content and publishing

EDUCATION

Bachelor's degree in Computer science

10/2013 - 06/2017

[Faculty of science Alexandria University](#)

High School

2011 - 2013

[El Nasr Girls College](#)