

Azza

Hamid

Senior Social Media Specialist

📍 6 October - Giza

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Summary

Seeking a professional career path, where my academic background, Communication & Interpersonal skills can be developed & used in a way that benefits the organization.

Experience

Senior Social Media Specialist - Media Buyer

For Advertising & Marketing Solutions Agency **4 Years - Current**

- Develop, implement and manage multiple social media platforms.
- Create monthly editorial calendars and schedules.
- Create, edit and publish well-structured social media content using keyword searching tools to optimize content.
- Proposes new ideas and concepts for social media content.
- Provide a visual brief for the design department to perfectly visualize ideas.
- Track and analyze competitors' platforms and marketing activities on weekly basis.
- Coordinate and handle the assigned accounts through account managers.
- Working with marketing professionals to develop social media marketing campaigns
- Interacting with customers and other stakeholders via the company's social media accounts.
- Analyzing the company's digital marketing plan and social media strategy and identifying strategic weaknesses and making recommendations for improvements.
- Setting key performance indicators (KPIs) for social media campaigns, such as targets for a certain number of shares or likes and measuring a campaign's performance against the KPIs.
- Review the assigned accounts on daily basis.
- Remove, manage and report any inappropriate problems.
- Prepare accounts reports.

Social Media Specialist For Software IT Solutions Company – 2 Year

- Build and execute social media strategy through competitive research, platform determination, benchmarking, messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video) that builds meaningful connections and encourages community members to take action.
- Create editorial calendars and syndication schedules.
- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Moderate all user-generated content in line with the moderation policy for each community.
- Continuously improve by capturing and analyzing the appropriate social data, metrics, insights and best practices.

Social Media Assistant (For Software IT Solutions Company) – 1 Year

- Create social media posts.
- Update posts to include relevant keywords for search engine optimization trends.
- Use analytics tools to gauge the success of campaigns.
- Prepare reports on campaigns based on analytics.

Social Media Coordinator (For Training Center) – 1 Year

- Create engaging text also image and video content.
- Stay up-to-date with changes in all social platforms ensuring maximum effectiveness.
- Facilitate online conversations with customers and respond to queries.
- Research audience preferences and discover current trends.
- Report on online reviews and feedback from customers and fans.
- Oversee social media accounts' layout.
- Suggest new ways to attract prospective customers, like promotions and competitions.

Public Relation (PR) (For Import & Export Company) – 2 Years

- Collaborate with internal teams like marketing and maintain open communication with senior management.
- Organize PR events and serve as the company's spokesperson.
- Address inquiries from the media and other parties.
- Develop PR campaigns and media relations strategies.
- Track media coverage also Manage PR issues.
- Prepare and submit PR reports.

● Education

Mansoura University, Mansoura, EGYPT

Faculty of Arts – Oriental Languages Department – Islamic Section

Mansoura University, Mansoura, EGYPT

Faculty of Education – General Diploma in Arabic Section

● Courses

- Sales & Marketing Diploma
- Business Skills Course
- Human Development Diploma
- Human Resources Management Diploma
- Internet & Computing Core Certification (IC3)
- Toefl Preparation Course

● Languages

Arabic (Mother tongue)

English (Very Good)

● Skills Highlights

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|--------------------------|----------------------|
| • Social media marketing | • Strategic planning |
| • Project Management | • Creative design |
| • Business Development | • Innovative |
| • Market research | • Service-focused |

Microsoft Windows & IT - Microsoft Office - Multitasking - Internet Search - Reading
- Self-Motivated - Fast learner - Team player – Work Flexibility – Time Management
- Leadership

Any references are available upon request...