



SALMA OSAMA FAWZY

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Operations

Summary

I am a driven Mass Communication student passionate about social media and public relations, seeking to enhance my skills and gain valuable experience. I thrive in dynamic environments and excel at teamwork, communication, and adaptability, aiming to contribute effectively to prominent agencies in the industry.

Experience

Tribe Advertising Agency

Advertising agency focused on social media marketing and research

Traffic and Operation

09/2024 - Now

- My role is to distribute the clients' requirements and edits to the team and make sure they're done correctly and meet the clients' needs, using mainly Asana as a tool
- Handle the clients' timeline, schedule interviews, in addition to creating competitive audits.
- Assist in the analysis of marketing performance metrics and preparation of reports to monitor the efficacy of the campaign using Meta Business Suite insights
- Work in conjunction with cross-functional teams to guarantee that the marketing strategies and the operational objectives are aligned.
- Assist in the coordination of materials and follow up on the activities of the marketing events
- Participate in brainstorming meetings and contribute creative ideas for improving marketing strategies

Social Media Specialist, Moderator, and Researcher

09/2023 - 09/2024

- I was responsible for choosing the suitable type of content for the pages and audience, and managing it
- Doing the needed research and competitive analysis. Produce and distribute content on a variety of media.
- Handle and create social media pages and be responsible for their credentials, leads, managing the content, and their engagement.
- Create monthly analysis and reports using business suite insights.

Graphic Designer Editor

- Support the design and layout of presentations, reports, and other business documents.
- Revise and update existing graphics to improve quality and effectiveness using tools (InDesign, Photoshop, and Illustrator)

IDSC

PR Intern

08/2023 - 08/2023

Governmental center providing decision support to the Egyptian government

- PR Intern at the Information and Decision Support Center of the Council of Ministers (IDSC)

Cairo University Radio

News Anchor

01/2021 - 01/2024

Radio E3lam Online delivers news and educational content

- Providing the public with updates on current events (English News)
- Researched, wrote, and presented weekly radio segments exploring the lives and careers of celebrities, demonstrating strong storytelling and communication abilities.

Cairo University

Member

01/2023 - 09/2023

The committee responsible for organizing art-related events

- Member of Art Committee in the Students' Union of the Faculty of Mass Communication

Cairo University

Planning Member

04/2023 - 07/2023

Student organizations promoting intellectual activities

- Planning Member in Egyptian Mind student activity

Cairo University

High Board Member

05/2023 - 08/2023

Model UN activity focused on migration issues

- High Board at Model of International Organization for Migration (IOM)

Experience

Book Fair

Representative

02/2023

Participated in national public events

- Representative for the Administrative Control Authority and the National Anti-Corruption Academy in their booth during the 54th, 55th, and 56th editions of the Book Fair

Cairo University

Participant

07/2022 - 10/2022

Engaged in a simulated international climate conference

- Participated in the Model of COP27

Cairo University

Events Member

01/2022 - 02/2022

Model UN activity focused on the European Union

- Events Member at IMEU 'The International Model of European Union'

Al Ahram Weekly

Intern

08/2021 - 09/2021

Interned for a prominent weekly newspaper

- Internship at Al Ahram Weekly

Cairo University
Junior

01/2019 - 03/2019

- Participated in student-led activities
- Junior at STP Student Activity

Education

Cairo University
Bachelor's Degree

09/2020 - 05/2024

Ramses College for Girls
General Secondary Education Certificate (GSEC)

09/2006 - 06/2020

Skills

- | | | |
|--|---|---|
| <ul style="list-style-type: none">• Graphic Design Software
Montage, InDesign, Photoshop, and Illustrator beginner | <ul style="list-style-type: none">• Presentation
Excellent Presentation Skills | <ul style="list-style-type: none">• Thinking Skills
Critical Thinking |
| <ul style="list-style-type: none">• Teamwork
Professional team worker | <ul style="list-style-type: none">• Communication
Advanced Communication Skills | <ul style="list-style-type: none">• Microsoft Office
Moderate Microsoft Office user |
| <ul style="list-style-type: none">• Listening Skills
Active Listening | <ul style="list-style-type: none">• Learning Ability
Fast Learner | <ul style="list-style-type: none">• Time Management
Very good at time management and working under pressure |

Languages

Arabic Native ●●●●●●

English Native ●●●●●●

French Intermediate ●●●●●●