8Marina Wagih Farid

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Objective: I seek an opportunity to elevate my Marketing skills through helping you getting your message to your targeted audience.

Education: Bachelor of business English section at Ain Shams University (2018 – 2021). Major: Business Grade: good

Work experience and projects:

Social media marketer at Elromany for projectors “current”

* Develop social media strategy across platforms.
* Manage Facebook, Instagram, Tiktok pages with content and copy writing.
* Design and shoot visual content that strengthen content effect on customers.
* Conducted total sales of about 1 million over 2 years

Digital marketing freelancer on Fiverr Freelancers I developed an SEO analysis for software company including:

* Best performing keyword list. – Onsite optimization. – Backlink building.

SEM project “Google ads” I evaluated results of:

* Campaign objective. – Ad groups. – keywords performance.

Through numbers of CTR, CPC, CR, CPA. – recommendations for future campaigns.

Facebook campaign project: evaluation of:

* Campaign objective and its results, whether achieved or not.
* Three ads performance with best performing one
* A/B testing best practices. – Optimization in ad copy, display, and targeting.

Email marketing project: “Mailchimp”

* Three drafts for different objective emails. – A/B testing

Content project: I developed;

* Customer detailed persona. – Blog post that resonate to this target. – Three ads in three different platforms with best practices.

Courses and activity:

* + Digital marketing R.2 “UCCD” 7/2021
  + Advanced Digital Marketing “Udacity” 5/2021
  + Marketing R.7 “UCCD” 2/ 2021
  + Digital Marketing professional “Udacity” 1/2021
  + English “not courses”

Languages and skills:

• Arabic (native), English (very good).

• Proficient in Microsoft Office (Word- Excel- PP).