



Farah Zaky

MARKETING SPECIALIST

Details

Cairo
Egypt
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NATIONALITY

Egyptian

DATE / PLACE OF BIRTH

08/11/2001
Egypt

Skills

Communication

Ability to Work in a Team

Ability to Work Under Pressure

Communication Skills

French: Basic

English: Fluent

Arabic: Native

Languages:

Profile

A highly motivated and self-driven fourth-year Mass Communication student seeking to leverage my knowledge, skills, and experience to contribute to a dynamic organization. With a passion for communication and a desire to expand my expertise in the field, I am dedicated to delivering outstanding results and fostering meaningful connections.

Employment History

Marketing Specialist , Digital Marketing: Content Creator

PRESENT

Experience: 3 internships

Easy Technology Solutions (ETS) | June 2020 - August 2020

Handled customer inquiries promptly and professionally, ensuring high customer satisfaction. Organized and maintained files and paperwork, streamlining data retrieval and storage. Assisted in managing email correspondence, ensuring timely responses and effective communication. Provided excellent customer service, addressing concerns and resolving issues.

Polka dot Agency: May 1st - June 25th 2023

I successfully managed their Instagram account, created engaging content, collaborated with clients to understand their needs, provided content editing, and developed innovative marketing ideas and campaigns. Eager to apply these skills and creativity to a marketing role where I can drive results and exceed client expectations.

GEM for import & Export : August - September 2023

I spearheaded the creation of a promotional booth for cosmetics, facilitating product giveaways to boost sales. Moreover, I initiated influencer marketing campaigns, effectively managing media buying processes. These experiences enriched my skills and knowledge in marketing, promotion, and influencer collaboration

Education

Graduation Date: [June, 2023] Misr International university. BBC International School | 2019High School DiplomaNefertari International School | 2006-2016, Nefertari International School | 2006-2016

JANUARY 2019

Skills

Organization: Demonstrated ability to effectively manage tasks, prioritize responsibilities, and meet deadlines in a structured manner.

Active Listening: Proficient in actively listening to others, understanding their needs, and providing appropriate responses.

Market Research: Experienced in conducting market research to gather insights, identify target audiences, and develop effective communication strategies.

Digital Marketing: Knowledgeable in utilizing digital marketing tools and platforms, such as social media, content marketing, email marketing, to enhance brand visibility and engagement.

Media Planning: Proficient in selecting and coordinating advertising channels, such as print, online, television, and radio, to reach the target audience effectively.

Creativity: Recognized for creativity in conceiving and executing innovative marketing campaigns and crafting compelling content that captivates and engages target audiences.

Communication: Distinguished by strong written and verbal communication skills, essential for effective client interactions, collaborative team efforts, and seamless digital marketing communication.

Marketing Strategy: Proven expertise in developing strategic digital marketing plans, adept at tailoring comprehensive strategies to precise objectives and target demographics.

Social Media Management: Proficient in social media account management, showcasing a track record of cultivating and expanding online communities, crafting compelling content, and executing successful paid social media campaigns.

Email Marketing: Adept in the art of email marketing, showcasing skills in crafting and optimizing email campaigns, utilizing marketing automation software to streamline processes, and leveraging deep insights from email analytics to drive engagement and conversions.