

Sammar Gamal El-Mghraby

OBJECTIVE:

Creative and detail-oriented social media content creator seeking a role in a dynamic organization to produce engaging content that drives engagement and increases brand awareness.

Address : 25 el Menshwy St, El-Andalus, Haram, Giza
Mobile No. : +2 (010) 69808083
Email Address: sam.almaghraby@gmail.com
Date of Birth : 23 May , 1991
Marital Status : Single
Nationality : Egyptian

Summary:

I am a social media content creator with 5 years of experience developing and executing social media strategies across various platforms. My expertise includes creating compelling content, building social media communities, and analyzing social media metrics to measure success.

Key skills:

- Content creation
- Social media strategy development
- Community management
- Influencer partnerships
- Digital marketing
- Brand management
- Video production and editing
- Photography
- Analytics and reporting

Experiences:

[BE Group], Marketing Consultant, [6 of October], [Feb 2020 - Present]

- Develop and implement marketing strategies to increase brand awareness and drive revenue growth
- Conduct market research and analyze data to identify target audiences and market trends
- Manage marketing campaigns across various channels, including email, social media, and paid advertising
- Collaborate with cross-functional teams to develop creative assets and messaging that aligns with brand guidelines
- Monitor and analyze marketing metrics to optimize campaigns and improve ROI
- Provide regular reports and insights to stakeholders on marketing performance and opportunities for growth.

Journalism professional experiences:

- Working as Public Relations officer at (MPR) company for media services.
- Worked as Public Relations officer at Egypt media services (EMS) company for media services.
- Worked as Public Relations officer at (VR) company.
- Worked as journalist at The Egyptian Observatory of Journalism and Media (EOJM)
- **Worked as journalist ,social media, reporter, voice over, editor, news uploader at Youm7 (5 years)**
- Worked as investigations Editor, Parliament editor, Quality control and social media at parlmany.com at Youm7 (1 years)
- Worked head of politics dep. At Al-tarek newspaper and website
- Worked as on air programs preparator at Al-Hadath Al-Youm and El-khalejia channels (2 years)

Work highlights:

Work as a member of the media committee of Wafd Party in the Egyptian parliament and Senate elections

Courses:

- 1 English Conversation Course from (Lola) center.
- 2 Got the International Computer Drive License.
- 3 Microsoft Excel, word.

SKILLS:

- Proficient in Adobe Creative Suite
- Experience with social media management tools, such as Hootsuite
- Familiarity with video production and editing tools, such as Final Cut Pro
- Strong communication and interpersonal skills
- Ability to analyze social media data and metrics to inform strategy

EDUCATION

- 2012 Bachelor of Media
- Akhbar El-Youm Academy
- Major: journalism
- Grade: Good
- Final project grade: Excellent.

Languages:

Arabic: Native Language

English: Very Good Read, Write, Speaking

French: studying till now

HOBBIES:

Writing short stories – reading in many fields – listening to music.

References shall be furnished upon request.