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OBJECTIVE:

Creative Graphic Designer & Social media specialist with 4 years of experience interested in a Graphic Designer position, to help The Organization build its social media presence. Coming up with data analysis skills, thorough understanding of social media platforms, graphic design skills, and digital marketing skills.

EDUCATION

Faculty of Commerce, Tanta University, Egypt.

(Sep 2010 – Jul 2014)

- Bachelor of Commerce - Accounting Department.

PROFESSIONAL EXPERIENCE:

EA Media Agency

Graphic Designer & Social media specialist

(Nov 2019 – current)

- Study design briefs and determine requirements.
- Conceptualize visuals based on requirements.
- Prepare rough drafts and present ideas.
- Develop illustrations, logos and other designs using software or by hand.
- Use the appropriate colors and layouts for each graphic.
- Test graphics across various media.
- Amend designs after feedback.
- Ensure final graphics and layouts are visually appealing and on-brand.
- Using social media marketing tools to create and maintain the company's brand.
- 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.
- Researching social media trends and informing management of changes that are relevant to the company's marketing activities.
- 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.

Freelance Graphic Designer & Social media specialist

(Feb 2020 – current)

- Assist with the creation of social media assets.
- Adhere to project calendars and willingness to coordinate with interdepartmental team members.
- Conceptualize and execute design and branding elements (landing pages, banner ads and all other creative assets) often with short turnaround time.
- Interpret internal briefs for print/packaging projects and efficiently provide suggestions for the most effective way to reach the intended goal within the suggested budget and also provide options to justify a stretch beyond the suggested budget.

- Quickly design visual mock-ups of design directions to help present internally and externally.
- Develop fresh, creative and original solutions in response to project briefs.
- Execution of all portal advertising needs (banners, content modules).
- Work closely with design team client's marketing groups to collaborate on creative direction.
- Formulating assignments in accordance with prescribed specifications.
- Editing assignments to ensure that they are accurate and well-presented.
- Liaising with the line manager to clarify assignment-related expectations, as needed.
- Submitting completed assignments in the stipulated format.

Ti Shoury Tours

Sales agent

(Jan 2019 – Sep 2019)

- Promoting and marketing the business.
- Dealing with customer queries and complaints.
- Providing advice about visas or passports.
- Recruiting training and supervising staff.
- Managing budgets.
- Maintaining statistical and financial records.
- Planning.
- Selling holidays and insurance.
- Meeting profit or sales targets.
- Preparing promotional materials and displays.

Egyptian engineering agencies

Assistant Manager

(Mar 2016 – Dec 2018)

- Ensuring company policies are followed.
- Optimizing profits by controlling costs.
- Hiring, training and developing new employees.
- Resolving customer issues to their overall satisfaction.
- Maintaining an overall management style that follows company best practices.
- Providing leadership and direction to all employees.
- Preparing and presenting employee reviews.
- Working closely with the store manager to lead staff.
- Overseeing retail inventory.
- Assisting customers whenever necessary.
- Organizing employee schedule.
- Ensuring that health, safety, and security rules are followed.
- Taking disciplinary action when necessary.
- Ensuring a consistent standard of customer service.
- Motivating employees and ensuring a focus on the mission.
- Maintaining merchandise and a visual plan.
- Supporting store manager as needed.

Teleperformance

Call center Agent

(Feb 2015 – Feb 2016)

- Handle all incoming/outgoing calls of the call center.
- Provide follow up, occasional campaigns and call backs blended with normal inbound calls.
- Provide best possible service to both external and internal customers to achieve highest level of customer satisfaction.
- Handle and solve all inquiries, requests and complaints received via all channels available (phone, fax, e-mail and ...etc.)
- Communicate with other Customer Service sub-divisions to answer all relevant customer inquiries (e.g. Credit, Customer Support and Activation, Outbound & Save Initiatives...etc).

COURSES

Graphic Design Diploma from Russian Culture Center - Computer Studies Dep. *(June 2022 – Sep 2022)*

- Adobe Photoshop, Adobe Illustrator, Adobe InDesign

CMA Certificate from Egyptian American Center. *(May 2017 – Jan 2018)*

- CMA Certificate (part one)

• Teleperformance Egypt Training Center *(Jan 2015 – Feb 2015)*

• Job Placement scholarship at Education for Employment Egypt *(Apr 2022 – May 2022)*

Volunteer;

- Charity work. *(2010 – Current)*

Personal Skills;

Good Communication Skills, Customer service oriented, Writing Speed, creative mindset, Strategy planning, understand how content works on a social web, optimizing content and technology, analytical skills, SEO Knowledge, time management.

Computer skills;

Good user of Photoshop, Adobe Illustrator, Adobe InDesign, Excel, Word, Power point presentation, Internet Surfing & Researches.

Languages;

English : Very Good

PERSONAL INFORMATION

- Date of Birth: February 20th, 1992
- Marital Status: Single

*References are available upon request.