

# Thanaa Abdulsabour Mohamed

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## PROFESSIONAL SUMMARY

Exceptional Social Media Coordinator . Expert in communication with extensive experience in Facebook, TikTok and Instagram. Experienced, with knowledge of social media networks and the ability to leverage that power to increase client's visibility and consumer brand loyalty, expertise in using analytics to leverage data to develop strategies to increase the company's profitability by 20%.

## EXPERIENCE

### Junior Social Media Moderator

Feb,2021 - Present

Marketing office , Cairo Egypt

- Advertised the introduction of new products by contacting social media, public relations departments, and other teams within the company ,wrote, edited, and published content to share on all brand's company social media profiles and partner channels. automotive applications.
- Maintained brand innovation and kept abreast of the latest social media trends.
- Managed social media accounts for a local brand and responded to customer inquiries in a timely manner.
- Created engaging content across multiple platforms, including Facebook, Instagram, Twitter, YouTube, etc.
- Collaborated with marketing department to create engaging campaigns that leveraged social media platforms.
- Worked closely with sales team to promote products through relevant social media channels.

## SKILLS

**Industry Knowledge:** Facebook | Twitter | YouTube | Instagram | Reddit.

**Technical Skills:** SocialOomph | Buffer | Hootsuite | Snip.ly | Google Analytics | Microsoft Office.

**Soft Skills:** Social Media Etiquette | Communication | Conflict Resolution | Time Management | Attention to Detail | Creativity.

## Languages

- **Arabic**, Native speaker.
- **English**, Intermediate.

## EDUCATION

**B.Sc. In Systems and Information,**

Oct, 2006

Taiba Higher Institute of Public Administration Technology