

# Hatem Abd Elkader

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## Summary

Highly-motivated business administration graduated from Human resources department looking for responsible career opportunity to fully utilize my training and skills, while making a significant contribution to the success of the company.

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## Education

### Business Administration

Faculty of commerce • Alexandria, Egypt  
07/2017

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## Experience

### Senior Social Media Marketing

Andalusia Health • Alexandria, Alexandria

05/2023 - Present

- Developing social media content plans that are consistent with the company's brand identity.
- Set up and optimize company pages within platform such as ( Facebook, Instagram, Twitter, TikTok, YouTube, LinkedIn and google my business) to increase the visibility of company's social content.
- Plan, create, publish and share new content (including original text, images and video) on a daily basis that builds meaningful customer connections, increases brand awareness, and encourages community members to engage with the brand.
- Collaborate with sales and marketing teams to develop social media campaigns.
- Stay up to date with the latest social media best practices and technologies.
- Work with copywriters and designers to ensure content is informative and appealing.
- Capture and analyze the appropriate social data/metrics, insights, and social media best practices to measure the success of every social media campaign, then use that information to refine future campaigns.
- Developing and managing social influencer programs and attending social influencer events.
- Create engagement and send messages ads.

### Account Manager " Part Time "

Jameela clinics - Sadad restaurant • Alexandria, Egypt

11/2022 - Present

- Communicating with top management to understand their needs and Collaborating with internal departments to facilitate it.
- Makes sure top management receive requested services in a time.
- Resolving complaints and preventing additional issues by improving processes.
- Manage and coach the internal team.
- Collecting and analyzing data concerning consumer behavior to understand changing need.
- Responsible for market research to know the competitors well.

### Regional Senior Account Manager

Andalusia Health • Alexandria, Egypt

04/2021 - 05/2023

- Communicating with Business unite to understand their needs and Collaborating with internal departments to facilitate it.
- Makes sure Business unite receive requested services in a time.

- Resolving complaints and preventing additional issues by improving processes.
- Manage and coach the internal team
- Collecting and analyzing data concerning consumer behavior to understand changing need.
- Prepare reports on account status.
- Responsible for Marketing team productivity.

## **Area Community Marketing**

Andalusia Health • Alexandria, Egypt

07/2019 - 07/2020

- Creating and managing events monthly plan.
- Managing event budgets.
- Organizing marketing material.
- Coordinating logistical elements.
- Interacting with potential customers at the event.
- Evaluate event's success and submit reports.

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### **Courses**

- Has completed “**Social Media analytics & Ads course**” at IMFND.
- Has completed “**Digital marketing Challenger & professional track course**” at Udacity.
- Has completed “**The fundamentals of digital marketing course**” at Google garage

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### **Skills**

- Positive, Ambitious and Hard worker.
- Communication and Presentation Skills.
- Leadership and team worker.
- Time Management skills.
- Able to work on (Excel, Word and power point).