

Eman M.N. Hegazi

digital marketing and e-commerce



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Bio

An e-marketing graduate with over 4 years of experience in this field, I am looking for a challenging and knowledgeable position where I can benefit from their skills and experience and leverage my expertise to drive business growth on a global scale.

Education

- Bachelor's degree in digital marketing 2018-2022 The Islamic University

Work Experiences, training

Marketing Data Analytics

Famcare

Jun 2022- .Dec 2022

My responsibilities

Developing and maintaining databases, data systems – reorganizing data in a readable format

- Performing analysis to assess quality and meaning of data
- Filter Data by reviewing reports and performance indicators to identify and correct code problems
- Using statistical tools to identify, analyze, and interpret patterns and trends in complex data sets could - be helpful for the diagnosis and prediction

Social Media Moderator

Hairroots

March 2021- Apr 2022

My responsibilities

- Communicates with followers as well as responding to queries and monitors customers reviews.
- Managing consumer interactions by ensuring timely responses to all comments, messages, reviews and visitors posts.
- Responsible for social media support, including maintaining Facebook posts stock as per the page strategy.

Media buyer Deema Beauty

Feb 2021- Feb 2022

My Responsibilities

- Manage accounts to ensure an increase in campaign performance and ROI.
- Create and manage ad copy for Google, and Facebook. -Manage the review process of outgoing social media communication, and supervise execution
- Analyze ROI to identify trends and opportunities for future campaigns

Skills

- Ability to use Social Media for marketing
- Preparing creative marketing and business plans
- Managing social media pages and making sponsored ads
- Working in a team
- Time management
- Microsoft power point – Microsoft word – Microsoft excel
- Developing Marketing Strategies & Plans
- Great social skills
- willingness to learn
- Ability to use Google Drive / Microsoft Sharepoint

Training courses

- Understand and Evaluate Digital Marketing Channels (udemy)
- Digital Marketing Basics from (google)
- Effective planning (Challenge to change)
- The Marketing Plan