

Ahmed Ibrahim

social media manager

Giza, EG

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Overview

I have worked in the digital marketing field for about more than 7 years and worked for different brands in many industries, my scope of work is developing strategy, generate content ideas, handling community management, analyzing insights and performance, allocating budget, and targeting for paid ads on all platforms.

My daily work always included monitor the company's social media accounts and offer constructive interaction with followers.

Skills

- Social Media Marketing.
- Content Marketing.
- Media Buying.
- Social Media Strategy.
- Manage Team.
- Brand Building.
- Budgeting & Planning.

Professional experience

SMAAT [*saudi digital marketing agency*]

Nov 2020 till Mar 2021

Social Media Manager – Full Time

- **Job description:**
 - ✓ Facilitate scaling of brand and company awareness through various social media channels.
 - ✓ Work with the brand to create and implement social media strategies monthly.
 - ✓ Ensure brand consistency in copy through tone, voice, and terminology.
 - ✓ Following up with the digital marketing team (designers, content writers, motions' graphics designers ... etc.).
 - ✓ Create actionable plans to both grow and maintain followers through popular social media platforms such as Twitter, Facebook, Pinterest, YouTube, and LinkedIn.
 - ✓ Preparing a monthly report for KPIs, and achievements.

BLUE BRAND [*saudi digital marketing agency*]

Dec 2018 till Oct 2020

Social Media Manager – Full Time

- **Job description:**
 - ✓ Handling and managing social media channels for different brands.
 - ✓ Developing suitable content Ideas for every channel.
 - ✓ Following up on social media Insights and analyzing the performance of each channel.
 - ✓ Following up with the digital marketing team (designers, content writers, motions' graphics designers ... etc.).
 - ✓ Managing All Ads Types Overall Platforms, and allocate the budget effectively.
 - ✓ Preparing a monthly report for KPIs, Account Budget, and total achievements.

Professional experience (continued)

GATEOUT TRAVEL *[saudi traveling agency]*

Jan 2018 till Dec 2018

Sr. Social Media Specialist – Full Time

- **Job description:**

- ✓ Handling and managing social media channels (Facebook, Twitter, Instagram, Snapchat, and YouTube, etc.).
 - ✓ Developing Suitable Content Ideas for every Channel.
 - ✓ Following up on Social Media Insights and analyzing the performance of each channel.
 - ✓ Following up with the digital marketing team (designers, content writers, motions' graphics designers ... etc.).
 - ✓ Managing All Ads Types Overall Platforms, and allocate the budget effectively.
 - ✓ Preparing a monthly report for KPIs, Account Budget, and total achievements.
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ARABYADS *[advertising and marketing intelligence agency]*

May 2017 till Dec 2017

Content Marketing Specialist – Full Time

- **Job description:**

- ✓ Create and publish the content for campaigns, tracking (CTR), and Improve content according to the results.
 - ✓ Brainstorm content ideas.
 - ✓ Assign targeted content and prepare related designs with the Graphic Designer Department.
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E-MARKETING ACADEMY *[advertising and marketing agency]*

Jan 2017 till Jul 2017

Content Marketing Specialist – Full Time

- **Job description:**

- ✓ Handling and managing social media channels for different brands.
 - ✓ Generate Ideas and writing content for social media channels.
 - ✓ Developing suitable content ideas for every channel.
 - ✓ Following up on social media insights and analyzing the performance of each channel.
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SEIF GROUP *[pharmaceutical corporation]*

Jan 2014 till Jan 2017

Social Media Specialist – Full Time

- **Job description:**

- ✓ Handling and managing social media channels for different brands.
 - ✓ Developing suitable content ideas for every channel.
 - ✓ Following up on social media insights and analyzing the performance of each channel.
 - ✓ Managing Ads and allocate the budget effectively.
 - ✓ Preparing a monthly report for KPIs, account budget, and total achievements.
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Additional Courses

- Dec 2020 - Nanodegree Program Digital Marketing Professional "Udacity".
 - Mar 2020 – TikTok Marketing "Udemy".
 - Jan 2018 – Online Advertising Course "CORE Training and Consulting".
 - Jan 2017 – eMarketing Diploma "Edraak".
 - Jul 2015 – Facebook Ads & Facebook Marketing "Udemy".
 - Jul 2015 – Content Marketing "Udemy".
 - Dec 2014 – eMarketing Diploma "Change International Business Training".
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Education

Bachelor's Social Work, Higher Institute of Social Work, Cairo – 2012.

- **Technical Summary:**

- ✓ Proficient in Microsoft Office Programs (Word, Excel, Outlook, PowerPoint).
- ✓ Basic knowledge of Adobe Creative Suite (Photoshop, Illustrator).
- ✓ Deep knowledge of digital marketing includes Facebook, Instagram, Twitter, LinkedIn, Snapchat, Pinterest, TikTok, and Google.
- ✓ Certified Social Media Trainer from the Ministry of Youth and Sports 2015.