

SHAIMA GAD

Senior Content Creator

Hadayek Alahram / Giza, Egypt | 01014630268 | shimaa.abdelhakim10@gmail.com

Date of Birth: 1998

Nationality: Egyptian

CAREER SUMMARY:

Driven content creator with more than four years of experience in digital content creation, seeking to grow small business sales and expand brand awareness using a variety of engaging digital content across various social media platforms with expertise in organic lead generation and client satisfaction and retention

WORK EXPERIENCE:

JUMPPEAK

Senior Content Creator | March 2023 - Present

- Copy-write / Copyedit content in EN
- Copy-write / Copyedit content in AR
- Write blog entries, Social Media posts, articles, newsletters, communications materials, and material for client's social media channels
- Create strategic online marketing/communications plans to meet the KPIs set in yearly strategy
- Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.

Vocus Digital Agency

Content Creator | September 2021 - March 2023

- Maintain a monthly social media calendar
- Generate, edit, publish and share content (original text, images, video) that builds meaningful connections and encourages community members to take action
- Researches and monitors the activity of company competitors
- Set up and optimize company pages within each platform to increase the visibility of the company's social content

Flextock

Copywriter Intern | May 2021 - September 2021

- Writing clear, compelling copy for various mediums (e.g. ads, blog posts, newsletters)
- Write clear, attractive copy with a distinct voice
- Researches and monitors the activity of company competitors
- Edit and proofread copy as needed
- Interpret copywriting briefs to understand project requirements

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EDUCATION:

Business Administration bachelor's degree Faculty of Commerce, Cairo University [Aug 2016 – Aug 2020] Field(s) of study: Business Administration Final grade : Good

ACTIVITIES

Content Creator

AIESEC EGYPT [1 Sep 2020 – 1 Feb 2021]

Maintain a monthly social media calendar
Collaborating with internal departments to establish campaign objectives, complete tasks, and identify and solve problems.
Researches and monitors the activity of company competitors

Marketing Consultant

AIESEC EGYPT [1 Feb 2020 – 1 Aug 2020]

Identifying and crafting main media messages.
Developing strategies and goals. Executing strategic tasks and monitoring outcomes.

LANGUAGES SPOKEN

Mother tongue(s): Arabic
English
Listening:: C2
Reading:: C1
Understanding: B2
Spoken Production: B2
Spoken Interaction:: B2

CERTIFICATIONS

- Digital Marketing Challenger Track (Certificate of completion) Udacity and egFWD I (June 2021)
- Social Media Marketing Foundations (Certificate of Completion) LinkedIn Learning by Brian Honigman. (June 2021)
- Best Member (Certificate of appreciation) AIESEC in Egypt (2019)
- HubSpot Academy Content Marketing Certification (2023)