
Lamees Nasser | Public Relations Specialist | Cairo, Egypt | 01100824337 |
lameesnasser60@gmail.com | linkedin.com/in/lamees-nasser-690a8b251

PROFESSIONAL SUMMARY: Energetic PR specialist with hands-on experience in media relations, crisis communication, and strategic storytelling. Proven at building brand presence through digital content creation, social campaigns, and press outreach across journalism, nonprofits, and student-led initiatives. Adept at aligning communication strategies with organizational goals to drive awareness and stakeholder engagement.

EDUCATION

Bachelor of Mass Communication – Public Relations & Advertising Cairo University, English Section | 2021 – 2025 GPA 3.6

Relevant Coursework: PR Strategies, Advertising Management, Writing for PR & Advertising, Online Advertising, Marketing Strategies, Social Media Ads, Branding, Web Content Management, Corporate reputation management

KEY SKILLS

- Media Relations & Press Outreach
 - Crisis Communication & Reputation Management
 - Content Creation & Editorial Strategy
 - Social Media Campaigns & Community Engagement
 - Event Promotion & Influencer Coordination
 - Analytics & Performance Tracking (Google Analytics, Meta Business Suite)
 - Design Tools (Canva, CapCut)
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CERTIFICATIONS

- Meta: Social Media Marketing | Social Media Management | Fundamentals of Ads
 - IBM: Collaborate Effectively for Professional Success
 - Egyptian TV & Radio: Fundamentals of Videography & Directing
 - Nestlé & L'Oréal: NXL Youth Empowerment Program
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PROFESSIONAL EXPERIENCE

Trainee Journalist Alam Al Business Online Gate | July 2023 – Present

- Researched and authored weekly market-trend articles, supporting editorial review and digital distribution.
- Collaborated with reporting team to ensure timely, accurate coverage of breaking business news.

Social Media Specialist Good Job Advertising Agency | July – Aug 2024

- Developed and executed social campaigns to amplify client messages and boost brand visibility.
- Created platform-specific content calendars, driving engagement through targeted posts and ads.

Translator Middle East News Agency | July – Aug 2023

- Translated political and economic articles for Arabic audiences, ensuring clarity and fidelity to original text.
- Coordinated with editorial staff to deliver publication-ready content under tight deadlines.

Journalist Al-Ahram Weekly | Sept – Oct 2022

- Drafted cultural and community features for print and digital editions, participating in editorial planning.
- Liaised with contributors to shape story angles and refine final copy.

ACTIVITIES:

Head of Marketing TEDx Pharos University | April – June 2024

- Led PR and promotion strategy, managing a creative team to drive ticket sales and media coverage.
- Oversaw content creation for social channels, email blasts, and local partnerships.

PR Specialist & Social Media Lead Women In Engineering (WIE) | July – Dec 2023

- Designed and implemented integrated PR campaigns, increasing engagement by 35%
- Managed internal communications, event publicity, and media-relations efforts.

Media & E-Marketing Specialist Languages Club, Alexandria University | Aug – Nov 2023

- Promoted courses and events via targeted social ads, boosting inquiries by 30%.
- Curated multimedia content and tracked performance metrics to optimize campaign ROI.

Participant Egyptian Parliamentary Model | Feb – March 2022

- Engaged in role-play simulations and debates, refining public-speaking and legislative communication skills.
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KEY PROJECTS

Farq Harf (Graduation Project)

- Conducted primary and secondary research on FoMO/JoMO behaviors; performed media-content analysis.
- Led content planning (45+ designs, 6 reels) and authored press releases for 15+ outlets.
- Forged 8 organizational partnerships and organized 2 influencer interviews plus 50+ sponsorship meetings.

Marketing & Brand Strategy Contributor Lunchbox (Startup Project)

- Executed competitor analysis and defined brand identity (visual style, messaging tone).
- Created and scheduled social content to engage busy moms, driving audience growth.

Reputation Management Zamalek Sporting Club

- Performed reputation audit and stakeholder-sentiment analysis; devised community engagement programs.
- Monitored online platforms and executed PR campaigns aligned with CSR objectives.

Omega – AI-Powered E-Learning Platform

- Researched AI-learning market trends; profiled target audiences and developed full marketing mix.
- Designed promotional materials and positioned adaptive learning features for competitive differentiation.

Strategic Marketing Research KFC

- Analyzed consumer behavior and competitive landscape; conducted SWOT analysis.
- Delivered actionable recommendations to enhance brand engagement and market positioning.

Integrated Content Marketing Strategy Nescafé

- Developed content roadmap, produced visual assets, and aligned campaigns with consumer insights.
- Managed publishing schedule to ensure consistency and optimize user engagement.

Digital PR Campaign Nuit Fragrances

- Crafted online PR framework, press releases, blog articles, newsletters, and social-media captions.
- Identified and managed influencer partnerships, tracking engagement and optimizing ROI.

LANGUAGES

- Arabic (Native)
- English (Fluent)