



## CONTACTS

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6th of October, Giza, Egypt

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## WHY ME?

I'm the doer and the thinker in my job. I believe that Digital marketing relies on digits and timing, so I craft a strategy-first using my skills in Search Engine-Optimization, copywriting, creative thinking, and script-writing for promotional videos to meet your vision with realistic business goals.



## ABOUT ME

I believe in my mission in transforming ideas to concepts. I set out on my journey in digital marketing 4 years ago by turning my passion for analyzing and storytelling into a successful career.

## LANGUAGE

English, Arabic & French.

## EDUCATION

### Bachelor's Degree (2014-2018)

Faculty of Commerce, English section  
Alexandria University, Bachelor's Degree in Accounting.

## DIPLOMAS & COURSES

Search Engine Marketing - PEARSON University  
Certified from Integrated Marketing Foundation  
SEO & Google Ads

Branding Strategy for Social Media - Dot Lung  
How to create a goal-driven strategy for social media  
for brands goals & sales conversion.

Graphics Design Diploma - RUSSIAN CULTURE CENTER  
The Leading Certified Center from Adobe in Egypt (RCC)  
Adobe Photoshop - Adobe Illustrator - Adobe Indesign

English (Conversation Levels) - IBI  
International British Institute, Alexandria

## PROFICIENCY

- Creative Thinking
- Conceptual Branding
- Prioritization and problem-solving
- Dealing with ADOBE & Microsoft office package
- Research & analysis
- Great customer relationship & management skills
- Supervision and accuracy
- Time management
- Script Writing

## INTERESTS

- |                 |                     |
|-----------------|---------------------|
| ■ Writing       | ■ Reading           |
| ■ History       | ■ Movies & TV Shows |
| ■ Self-learning | ■ Volunteering      |



## EMPLOYMENT HISTORY

01/2022 **ADVA DEVELOPMENTS - Digital Marketing Executive**

06/2022

- Planning and implementing search engine optimization tactics for the company website (On-page and Off-page SEO techniques)
- Managing all SEO activities and content creation
- Increasing Website Traffic & Ranking in Google & All Search Engines
- Develop and implement link building strategy Track, report, and analyze website analytics
- Increasing the online presence by planning & Executing Digital Marketing Strategy for all media channels
- Conducting and supervising content planning, creation, and media buying for all social media channels [Facebook, LinkedIn, Instagram, Twitter]
- Conducting strategies & creative marketing campaigns for the Employer Branding
- Setting tactics for the online Media planning with all types of budgets [modest or high]
- Managing events coverage and collaborating in enhancing the public relations
- Researching the current trends, and competitors' attempted marketing

11/2021

**Samman Group - SEO Specialist I Part time**

12/2021

- Planning search engine optimization tactics for the company website (On-page and Off-page SEO techniques)
- Conducting strategies & creative marketing campaigns for the Employer Branding
- Setting tactics for the online Media planning with all types of budgets [modest or high]

03/2019

**BiznEX Holding - Senior Copywriter & Strategist**

10/2021

- Writing copies for diverse marketing distributions (brochures, website content & SEO, social media platforms, press releases etc.)
- Conducting market research and analysis to evaluate trends and brand awareness
- Implementing search engine optimization
- Creative writing for marketing proposals and presentations
- Creating Email marketing campaigns
- Promoting the content on social networks and monitoring the engagement
- Collaborating with graphic designers by providing directions, to illustrate every piece of content

09/2018

**Raya contact center - Account Advisor**

03/2019

- Account: Etisalat Emirates, Retention team, English Department
- Assisting an average of 150 customers per day in performing transactions and providing recommendations that generate revenue
- Convincing the customer with better options and packages

## VOLUNTEER WORK

### KHAIR TEAM

Pharos University | 2018 - 2017  
charity exhibitions

## FREELANCER WORK

Ayla Restaurant - UK  
Concept Creation/Branding

Eliver - UAE  
Branding/Communications Strategy

NAGI Architects - EG  
Content Creation  
EPC Internship - EG  
Financial Analysis - Intern



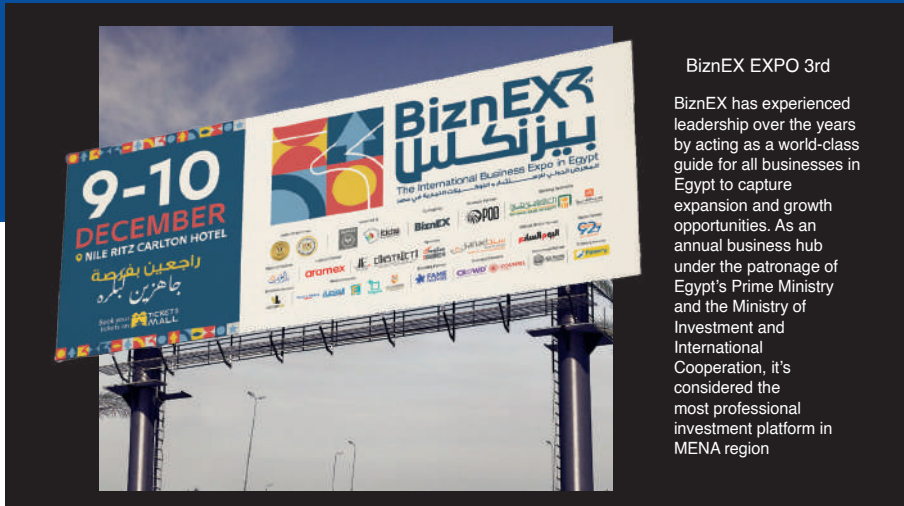
## CLIENTS



REEM  
DISSOKY



*Glimpse of the  
work i have done!*



### BiznEX EXPO 3rd

BiznEX has experienced leadership over the years by acting as a world-class guide for all businesses in Egypt to capture expansion and growth opportunities. As an annual business hub under the patronage of Egypt's Prime Ministry and the Ministry of Investment and International Cooperation, it's considered the most professional investment platform in MENA region



MAMSHA  
AHL MISR  
A NEW PERSPECTIVE



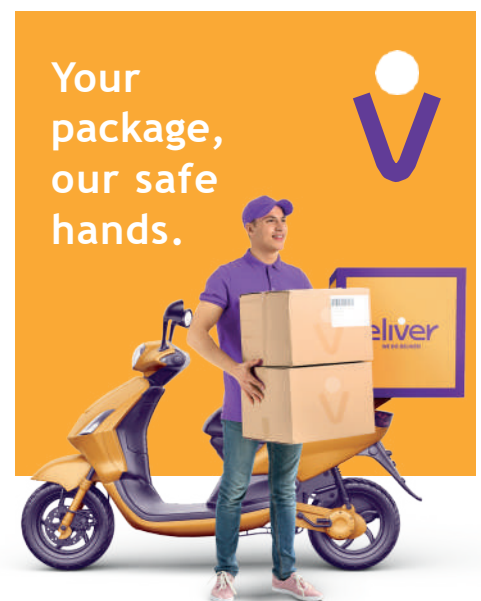
### EL KOUBASY

ElKoubasy is a leading company at Food & Beverage sector, with 60 years of experience, as it's well known with manufacturing, supplying and producing juices across Egypt and the Middle East. The company logo was lacking a concept, while depending on an outdated technique in coloring, effects and elements, that's why it needed what could convey its power and energy, yet seems appealing to the wide audience in today's market.



### CAIRO DENTAL ARCH

I came up with a concept that mixes the general term of curved structure or gate shape with the medical term which refers to an upper or lower denture to differentiate and highlight what our event stands for. I focused on creating a passageway for dentists. A curved point of view than other dental exhibitions and conferences.



### ELIVER

Delivering business can get tricky, so i wanted for the concept to touch the end-customer emotions by building the essence of the brand on the idea of being happy while receiving his/her package.

eliver eliver eliver eliver  
The usual word. Where is the dot? We Delivered it. To a happy customer.

For More Please Visit [REEMDISSOKY.CO](http://REEMDISSOKY.CO)