AMIRA MOHSEN AWAD

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SUMMARY

 Digital Marketing Specialist with expertise in content writing in online marketing and sales. Skilled in developing marketing strategies, creating engaging content, running advertising campaigns on social media platforms and analyzing campaign performance. Adept at customer service and appealing content. Continuously learning and growing .

WORK EXPERIENCE

Digital marketing specialist   **Jan 2023 - Present**

- Managed marketing campaigns on Facebook and Instagram, targeting diverse audiences to maximize engagement and conversions.
- Developed and executed advertising campaigns tailored to business objectives and audience insights.
- Analyzed campaign performance metrics (CTR, CPC, ROAS) to optimize strategies and improve results.
- Created content plans and calendars .
- Engaged with followers and responded to inquiries, enhancing customer relationships and satisfaction.

content writing   **Jan 2024 - present**

- Started creating engaging and tailored content for social media platforms, focusing on audience needs and preferences.
- Wrote captions, posts, and articles to build brand awareness and foster audience engagement.
- Developed content strategies aligned with marketing goals and brand identity.
- Collaborated with teams to create visually .

EDUCATION

2003-2008

Mansoura university
Faculty of engineering, Communications department

Bachelor of communications engineering

COURSES

Digital marketing - Qodwa.tech

Digital marketing specialist-Digital Egypt Pioneers Initiative

Advanced digital skills using AI Tools - Qodwa.tech

DIGITAL MARKETING SKILLS

- Social Media Marketing.
- Content Writing and Content Creation .
- Data Analysis and Performance Reporting.
- Customer Relationship Management.
- Content Calendar Development
- Competitor Analysis.

SKILLS

- Communication skills.
- Customer relationship management .
- Adaptability.
- Collaboration with teamwork .
- Using AI tools.