

# Ekhlas Gabr

## Content Creator

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### Summary

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Creative and results-driven marketer with experience as a Content Creator, Reels Maker, and Account Manager. Passionate about crafting engaging content and building connections through both online and offline marketing strategies, supported by specialized training in social media and advanced content creation.

### Experience

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#### Content Creator and Reels Maker

Developed engaging and creative content for various social media platforms, focusing on increasing audience engagement and brand awareness.  
Designed and produced high-quality reels and videos, showcasing storytelling skills and an eye for aesthetics.  
Collaborated with clients to align content strategies with their business goals and target audience.

#### Account Manager

Managed social media accounts for multiple clients, ensuring timely posting and effective community engagement.  
Analyzed performance metrics to optimize campaigns and improve key performance indicators (KPIs).  
Built strong relationships with clients through regular communication and strategy updates.

#### Offline Marketing Specialist

Coordinated and executed on-ground promotional campaigns to enhance brand visibility and drive customer engagement.  
Conducted market research to identify target audiences and refine marketing strategies.  
Collaborated with teams to ensure seamless execution of events and activations.

### Skills

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|-----------------------|----------------------------------|
| - Critical Thinking   | - Effective Communication Skills |
| - Problem Solving     | - Strategic Planning             |
| - Analytical Skills   | - Time Management                |
| - Adaptability        | - Collaboration                  |
| - Attention to Detail | - Content Creation               |
| - Project Management  | - Social Media Marketing         |

### Certificates

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|------------------------|-----------------------------|--|
| • Social Media Diploma | • Advanced Content Creation | • Growth Hacking                               |
| • Copy Writing         | • LinkedIn Mastery          | • Experienced Certificate as a Content Creator |

### Languages

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| • Arabic | • English |
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