

**Mazen Abonar (Team Leader)**

Content design and photography. Creating UGC-style posts and the content calendar. Supporting media buying with Ahmed. Coordinating with the café owner regarding offers and promotions. Preparing and presenting the project presentation. Assigning tasks and following up on team work.

**Ahmed Alaa**

Responsible for full media buying and ad management. Photography. Assisting Rahma in video editing when needed.

**Rahma Yaser**

Writing video scripts. Generating creative content ideas. Handling video editing. Sharing drafts with Mazen to integrate into the calendar.

**Hanan Elabd**

Conducting research and preparing analytical reports. Tracking progress and performance metrics. Monitoring data and providing evaluation updates.

**Esraa Mohamed**

Publishing content on Facebook and Instagram according to the content calendar. Supporting Hanan with research and reporting tasks.

**Mahmoud**

Managing group moderation. Handling messages, customer feedback, and follow-ups with the café.

**Ziad**

Assisting in content writing. Generating ideas for video shoots.