

# LAILA MAHMOUD IBRAHIM

Digital Marketer | Social Media

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- Cairo, Egypt

## SUMMARY

Social Media Specialist and Visual Content Creator with experience in content strategy, video editing, and copywriting. Specialized in creating engaging content aligned with marketing objectives. Strong background in Arabic language and rhetoric from Al-Azhar University, enabling the development of persuasive scripts that enhance audience engagement. Experienced in managing high-profile social media accounts and delivering performance-driven digital campaigns. seeking a role in a fast-paced, growth-focused environment.

## EXPERIENCE

- Spacetoon Group

Social Media

03/2024 - Present

  - Community & Performance Management:  
Monitor engagement metrics (views, retention rate, interaction levels) and adjust content strategy accordingly.
  - Arabic Proofreading & Linguistic Editing:  
Review, edit, and proofread Arabic scripts, captions, and marketing copy to ensure grammatical accuracy, rhetorical strength, and consistency with brand voice. Maintain high linguistic standards across all published content.
  - Campaign Coordination:  
Support and execute seasonal campaigns (Ramadan, Eid) and new show launches in alignment with broadcast schedules.
  - Video Content Production:  
Produce and edit short-form video content (Reels & TikTok), including cutting, pacing, basic sound design, and visual enhancements.
  - Basic Photography Support:  
Assist in photography sessions and visual asset preparation when required.
  - Creative Scriptwriting:  
Develop engaging scripts and hooks tailored to Arabic-speaking audiences, ensuring clarity, emotional appeal, and brand consistency.
- Zoser El Kopa School

Arabic Language Teacher

11/2023 - 03/2024

  - Delivered structured Arabic language lessons.
  - Simplified grammar and rhetoric concepts.
- Black Circleeg (Freelance)

Social Media Specialist & Content Specialist

09/2021 - 10/2023

  - Community Management:  
Managed daily audience interactions, responded to inquiries and comments, moderated discussions, and maintained brand voice consistency. Increased engagement through proactive communication and audience segmentation.
  - Media Buying:  
Planned, launched, and optimized paid advertising campaigns on Meta platforms, monitoring KPIs such as CTR, CPC, and conversion rate to improve ROI.
  - Trend & Competitor Analysis:  
Monitored market trends and competitor activity to adapt content formats and messaging strategies.

Communicated directly with stakeholders to understand campaign goals, deliver creative concepts, and ensure timely project completion.

• Video Editing & Content Creation:

Edited promotional videos and produced engaging visual content tailored for digital campaigns across multiple platforms.

• Photography (Basic to Intermediate):

Conducted product and lifestyle photography sessions to support marketing campaigns and social media presence.

• Graphic Design:

Designed social media posts, ad creatives, promotional banners, and brand-aligned visual assets using Canva and other design tools.

EDUCATION

Sharia and Law

Al-Azhar University, Cairo - Bachelor of

Relevant Focus: Advanced Arabic language studies, rhetoric, and analytical thinking—applied in persuasive writing and structured content development.

2023

SKILLS

Meta Business Suite		Canva
Media Buying		MS Office
Content Strategy		Social Analytics
Community Moderation		Creative Scriptwriting
CapCut		Ad Copywriting
Video Editing	Basic	Linguistic Proofreading (Arabic)
Photography	Basic	

LANGUAGES

Arabic	Native	English	Intermediate
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