

# 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 short-form video 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

### Social Media

Spacetoon

03/2024 - Present

- 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.

- Campaign Coordination:

Support and execute seasonal campaigns (Ramadan, Eid) and new show launches in alignment with broadcast schedules.

- 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.

- Community & Performance Management:

Monitor engagement metrics (views, retention rate, interaction levels) and adjust content strategy accordingly.

- Growth Marketing & Social Media Specialist

### Arabic Language Teacher

Zoser El Kopa School

11/2023 - 03/2024

- Delivered structured Arabic language lessons.
- Simplified grammar and rhetoric concepts.

### Social Media Specialist & Content Specialist

Black Circleeg (Freelance)

09/2021 - 10/2023

- 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.

- 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.

- Content Strategy Execution:

Supported and implemented multi-platform content strategies aligned with brand positioning and sales objectives in a fast-paced e-commerce environment.

- Trend & Competitor Analysis:

Monitored market trends and competitor activity to adapt content formats and messaging strategies.

- Client Coordination (Freelance Scope)

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

## EDUCATION

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**Sharia and Law**

2023

Al-Azhar University, Cairo - Bachelor of

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

## SKILLS

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Meta Business Suite

Canva

Media Buying

MS Office

Content Strategy

Social Analytics

Community Moderation

Creative Scriptwriting

CapCut

Ad Copywriting

Video Editing

Linguistic Proofreading (Arabic)

Photography

## LANGUAGES

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Arabic

Native

English

Intermediate