

LAILA MAHMOUD IBRAHIM

Digital Marketer | Social Media

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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 03/2024 - Present
Spacetoon

- 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 11/2023 - 03/2024
Zoser El Kopa School

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

Social Media Specialist & Content Specialist 09/2021 - 10/2023
Black Circleeg (Freelance)

- 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

Sharia and Law2023

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

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

Arabic	Native	English	Intermediate
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