

Omar Hassan

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Professional Summary

A results-oriented marketing professional with a proven track record of developing and executing impactful strategies for the **real estate sector**. Experienced in managing multiple client accounts simultaneously, from initial research and strategic planning to content creation and performance analysis. Adept at building a strong brand presence and generating qualified leads in the competitive real estate market.

Core Competencies

Strategic Marketing & Client Management

- **Real Estate Marketing Strategy:** Market analysis, opportunity identification, and building integrated marketing plans.
- **Lead Generation & Sales Funnels:** Designing and executing effective funnels to generate organic leads.
- **CRM Systems:** Hands-on experience with platforms like **8X CRM** for managing customer data and sales pipelines.
- **Real Estate Platforms:** Proficient with leading portals like **Property Finder** to maximize property exposure.

Content Creation & Platform Management

- **Social Media Management:** Advanced expertise in managing and publishing content on (Facebook, Instagram, TikTok, Telegram, LinkedIn).
- **Content Strategy & Planning:** Developing monthly and quarterly content plans based on objectives and audience analysis.
- **Bilingual Copywriting:** Crafting compelling advertising and marketing copy in both Arabic and English.
- **Content & Scheduling Tools:** Proficient with **Canva** for rapid design and **Buffer** for post scheduling.

Technical Skills & Data Analysis

- **PropTech Development:** Building applications with Flutter & Dart to solve real estate market challenges.
- **Marketing Automation:** Using tools like n8n to build automated workflows and improve efficiency.
- **Database Management:** Experience with MySQL & Supabase to support applications

and systems.

- **Data Analysis & Spreadsheets:** Proficient with **Excel & Google Sheets** for performance tracking and data analysis.
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Work Experience

Avenue Advertising Agency | Sheikh Zayed, Giza

Content & Social Media Specialist

(April 2025 – Present)

- Managed a portfolio of 5 diverse client accounts, with a primary focus on **real estate consultancy** and **property resale** firms.
- Developed and executed end-to-end content strategies and monthly plans tailored to each client's unique brand identity and business objectives.
- Authored all written content, including core concepts, captions, and on-design text, while providing creative direction and visual references to design teams.
- Continuously monitored content performance metrics, making data-driven adjustments to the strategy to enhance engagement and achieve client goals.
- Successfully managed the agency's own social media presence alongside key accounts in the B2B finance and consulting space.

The Avenue Properties | Sheikh Zayed, Giza

Real Estate Consultant & Marketer

(March 2024 – April 2025)

- Combined real estate consultancy with digital marketing to provide a comprehensive service, from market analysis to closing deals.
 - Developed and executed organic marketing strategies on Facebook and Telegram using professional tools and specialized content.
 - Successfully generated between 5 to 30 new, qualified leads daily, depending on market conditions and offer strength.
 - Managed the full client relationship lifecycle, from initial contact and property recommendations to meeting coordination and continuous follow-up.
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Projects

CalcRealty - Real Estate Financial Calculator App

- Independently developed and launched a mobile application using Flutter & Dart to solve a key challenge in the real estate sales process.
- Acquired over 1,500 organic users within the first 24 hours by leveraging targeted community marketing.
- Integrated a Supabase backend for user authentication and real-time data management, demonstrating strong technical problem-solving skills within a marketing context.

Education

Pharaohs Higher Institute
Bachelor of Administrative Information Systems
(2022 – Expected Graduation 2026)

Certifications & Professional Development

- **Meta Certified Social Media Marketing Professional** (Meta via Coursera)
- **The Strategy of Content Marketing** (University of California, Davis via Coursera)
- **Building a Marketing Plan** (Alfaisal University | KLD)
- **Fundamentals of Social Media Advertising** (Meta via Coursera)
- **Social Media Management** (Meta via Coursera)
- **Social Media Marketing Principles** (Coursera Project Network)