

## Contact

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[www.linkedin.com/in/esraamaged](https://www.linkedin.com/in/esraamaged) (Personal)

## Top Skills

Photography  
Creativity Skills  
Interpersonal Communication

## Languages

English (Full Professional)  
Arabic (Native or Bilingual)

## Certifications

Digital Marketing Diploma  
Social Media Strategy  
Digital Marketing Professional Track

# Esraa Maged

Social Media Specialist | Marketing Communications  
Cairo

## Summary

Full time Social Media Specialist, graduated with a first class honors degree in PR& Advertising. I've worked in different roles yet they're all related to Marketing. As a social media specialist, I have extensive 4 years experience working on a number of different social media campaigns in quite different industries and I'm very excited to add more on the list. I pride myself in going beyond to help my clients enhance their online presence, reach their prospect customers, and increase their sales.

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## Experience

### SKY CTS

Social Media Specialist

July 2021 - Present (7 months)

Cairo, Egypt

- Create Social Media Strategy Plan
- Come up with Social Media Campaigns
- Develop the art direction for photoshoots
- Write monthly content plan with original visuals
- Manage the online presence for our brands
- Create Social Media Insights reports

### SYNC School

Community Manager

June 2021 - December 2021 (7 months)

### Marketix

Social Media Manager

September 2020 - October 2021 (1 year 2 months)

Giza, Al Jizah, Egypt

- Create Social Media Strategy
- Create monthly content plan
- Write marketing proposals
- Publish on Social Media Platforms

- Manage all the digital copywriting

## Vodafone

2 years 5 months

### Quality Assurance Analyst

July 2019 - August 2020 (1 year 2 months)

Giza, Al Jizah, Egypt

- Writing communication material
- internally (Announcement - Knowledge Packs - New Campaigns)
- Created analysis reports that reflect support performance in terms of progress points and knowledge.

### Subject Matter Expert

June 2018 - June 2019 (1 year 1 month)

- Works with clients to come up with unique interior designs for any given space
- Takes part in building basic furniture
- Manages group of junior designers

### Customer Service Representative

April 2018 - February 2019 (11 months)

- Responded to customer requests for products, services and company information through inbound and outbound interaction.
- Handled complaints, provided solutions and followed up to ensure the complaints are closed.

## Helnan International Hotels

### Content Creator

August 2017 - April 2018 (9 months)

Cairo Governorate, Egypt

- Writing Content Editorial for the whole month
- Managing all digital material (Designs - Video - Photos)
- Measure performance for social media campaigns

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## Education

Misr University for Science and Technology

Bachelor's degree, Mass Communication/Media Studies · (2016 - 2020)