

# Yasmine Mahmoud

## Content Marketing Specialist

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**Address:** New Cairo, Egypt

**Date of Birth:** 1996-07-22

## Profile Summary

Creative content marketing specialist with 3+ years of experience in digital marketing, social media management, and brand storytelling. Skilled in creating engaging content across multiple platforms and analyzing campaign performance.

## Skills

Content Strategy, SEO, Social Media Marketing, Analytics

## Certificates

- Google Ads Certified
- HubSpot Content Marketing Certification
- Facebook Blueprint Certification

## Training

- Digital Marketing Strategy
- SEO and Content Optimization
- Social Media Analytics

## Interests

- Content Creation
- Brand Strategy
- Digital Marketing Trends

## Experience

**Content Marketing Specialist** - Digital Edge Agency (New Cairo)

*2022-01-15 to 2024-11-01*

Developed and executed content marketing strategies for 15+ clients, increased social media engagement by 40%, managed blog content calendar, and created video marketing campaigns.

**Social Media Coordinator** - Brand Builders (Cairo)

*2021-03-01 to 2021-12-31*

Managed social media accounts for multiple brands, created visual content using Canva and Adobe Creative Suite, and analyzed campaign performance metrics.

## **Education**

Bachelor in Marketing - Cairo University  
Faculty: Faculty of Commerce, GPA: 3.6  
Graduation Date: 2020-07-01, Location: Cairo