

# EKRAM ALI MOHAMMAD



✉ ekuali123.1@gmail.com

☎ 251-9-65-34-56-52

📍 Addis Ababa, Ethiopia

## 🚀 SKILLS

Digital Marketing & Social Media Social media management (Facebook, Instagram, TikTok) Facebook Ads creation, targeting, and optimization Content planning, posting, and performance analysis Meta Business Suite proficiency

Copywriting & Communication Writing marketing copy for social media, websites, and proposals Engaging storytelling tailored to local audiences Bilingual content development (Amharic–English) Strong client communication and brand messaging

Research & Strategy Business and product research (e.g., perfume, real estate, furniture) Proposal writing and strategic content structuring Market awareness and content targeting for MSMEs and startups

## 🎯 OBJECTIVE

Motivated and creative digital marketer with hands-on experience in social media management, content creation, and Facebook advertising. Eager to contribute to brand growth by using storytelling, data-driven strategies, and strong communication skills. Seeking opportunities to support small businesses and startups through impactful digital marketing solutions.

## 📁 EXPERIENCE

**Early Career Internship** Jan25 - Mar 3,

Abirhot Psychological Center

Supported activities for children with special needs.

- Observed and reported behavior pattern.

**Social media manager** Dec7 - Aug 15,2023

Abay Mart – Social Media Intern

Managed social media and wrote content. - Engaged with online audiences and promoted e-commerce products.

**Copy writer** July 2, 2024 - Jan 31, 2024

Addis Home Finders (Ayat Real Estate Project)

-Developed content for property listings.

- Improved digital outreach for real estate marketing

**Social Media Assistant** Aug 8,2024 - Oct 18,2024

Yamlak Sisay personal brand

-Managed content and social media growth.

- Analyzed performance and boosted engagement

**Social Media Manager** Sept ,2024 - Oct, 2024

Sisters Hair Salon & Sisters Café

-Developed and executed branding strategies for both businesses.

-Created viral short-form content and managed Facebook, Instagram, and TikTok accounts.

**Creative Manager** Feb1, 2025 - May5, 2025

Creative Africa (CSR initiative of Bentsa Marketing and Communication)

Led content planning and youth-focused campaigns

Engaged MSMEs and professionals to contribute marketing insights

Promoted free marketing education and business empowerment

Creative & Community Engagement  
Page setup and audience growth for  
small business brands Creative  
collaboration and content contribution  
(e.g., Creative Africa) Promoting free  
education, entrepreneurship, and youth  
marketing content

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**Social media manager** May2, 2025 - July 11, 2025  
Sliver Star Furniture  
Managed Facebook page and ad campaigns

Created and optimized content for engagement and sales

Analyzed performance to improve reach and ROI



**EDUCATION**

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**Bachelor of Arts in Psychology** 2025  
Debre Berhan University, Ethiopia  
3.2

**Digital Marketing** 2023  
Merhayan Marketing Workshop  
Certified

**Social media management** 2025  
Hubspot Academy  
Certified

**Digital Marketing** 2025  
Google Digital Garage  
Certified

**Marketing** 2024  
Bentsa Marketing & Communications  
Certified



**REFERENCE**

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**Yamlak Sisay - Birana Digitals**  
CEO of Birana Digitals  
yamsis88@gmail.com  
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