

# Pasant Sherif Mabrouk

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## Contact Information

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## Professional Summary

*I am a business graduate with a passion for marketing and content creation. Experienced in writing, branding, and digital engagement through previous roles. Eager to grow in creative marketing positions and contribute to building strong, value-driven brands.*

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## Education

Cairo University, Faculty of Commerce – English Section

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## Work Experience

### School of Continuing Education, Nile University | January 2025 – Present

#### Business Development Coordinator

- Coordinated business development initiatives that increased brand visibility and engagement.
- Represented School of Continuing Education, Nile University in International Conferences and Exhibitions
- Managed social media platforms, optimizing content for audience engagement and search visibility.
- Conducted market analysis to inform decision-making and strategy development.
- One of the organizing team of the International Conference of Climate & Environment (3rd Edition)
- Handled Diplomas and Courses Logistics

### CD Studio | September 2024 – January 2025

#### Websites Content Creator & Handling the clients

- Created and managed website content to meet client needs and enhance online presence.
- Communicated with clients to understand requirements and ensured project deadlines were met.
- Collaborated with internal teams to deliver high-quality, user-focused content.
- Conducted basic SEO research to optimize website content and improve visibility

## **GHOST STUDIOS Marketing Agency | January 2023 – August 2024**

### ***Public Relations Specialist***

- Developed and executed comprehensive PR strategies
- Managed social media relations, increasing brand engagement
- Led successful marketing campaigns, achieving set KPIs
- Built relationships and collaborations with influencers to boost brand visibility

## **PricewaterhouseCoopers (PwC) | October 2022**

### ***Intern***

- Gained hands-on experience in accounting and financial consulting
- Assisted senior auditors in financial analysis and report generation

## **Certifications**

### **Generative AI Overview for Project Managers | January 2025**

-Issuing Organization: Project Management Institute (PMI)

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## Skills

- ✓ Public Relations
  - ✓ Social Media Management
  - ✓ Content Creation, SEO and website optimization
  - ✓ Influencer Partnerships
  - ✓ Analytical & Problem-Solving Skills
  - ✓ Time management & Leadership
  - ✓ IT Skills: Microsoft Office Suite, Adobe Photoshop & Premiere
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## **Languages**

**English: B2 (Upper Intermediate)**

**Arabic: Native**