

Pasant Sherif Mabrouk

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.

Education

Cairo University, Faculty of Commerce – English Section

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)



- ✓ 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