

ALAA MAHMOUD

SOCIAL MEDIA MARKETING MANAGER

CONTACT

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Victor Emmanuel Square - Smouha -
Alexandria, Egypt

SKILLS

Strategic Planning & Execution
Team Leadership & Delegation
Performance Marketing & Reporting
Budget Management & ROI Analysis
Brand Positioning & Visual Direction
Creative Briefing & Campaign Oversight
Market Research & Competitor Benchmarking
Cross-Functional Communication
Growth Hacking & Trend Adaptation

EDUCATION

Alexandria University

FACULTY OF AGRICULTURE ,
DEPARTMENT OF
AGRICULTURAL ENGINEERING

LANGUAGES

- English
- Arabic

PROFILE

Social Media Marketing Manager with a focus on the real estate industry. Experienced in creating engaging content, managing social media platforms, and driving audience growth. Skilled at building strong online presence and supporting business goals through targeted strategies. Passionate about delivering results and enhancing brand visibility.

WORK EXPERIENCE

Head of Marketing Team

Deals Misr – Alexandria, Egypt

May 2025 - Present

Promoted to lead the marketing team after delivering consistent performance, strong strategic vision, and impactful content direction as Senior Social Media Specialist

- Team Leadership:** Managing and mentoring a team of Designers and Social Media Executive ,ensuring productivity, creative alignment, and continuous improvement
- Strategic Marketing Planning:** Developing full-funnel marketing strategies across digital and offline channels to drive leads and brand awareness
- Creative Direction:** Overseeing the creative process to ensure brand consistency, innovative visual execution, and impactful messaging
- Cross-Department Coordination:** Aligning marketing efforts with sales, listing, and media teams to ensure cohesive campaign execution
- Budget & Resource Management:** Allocating marketing budgets effectively to maximize ROI across platforms
- Brand Development:** Enhancing the company's visual and content identity across all touchpoints social media, print, web
- Market & Competitor Analysis:** Leading market research and trend monitoring to maintain competitiveness and respond to audience needs
- Print Material Supervision:** Overseeing the production of corporate printed materials including flyers, brochures, and business kits

Senior Social Media Specialist

Deals Misr – Alexandria, Egypt

January 2025 - May 2025

- Managing Social Media Platforms:** Overseeing all company social media channels (Facebook, Instagram, LinkedIn, TikTok, YouTube), ensuring consistent brand voice and audience engagement
- Optimizing Real Estate Listings:** Managing listings on platforms like Property Finder, Bayut, Dubizzle, Semsar, Buildu, and Facebook Marketplace to increase property visibility and lead conversion
- Monthly Content Planning:** Developing monthly social media and print content calendars aligned with marketing goals and seasonal trends
- SEO Content Creation:** Writing search-optimized posts based on trending and high-demand keywords in the real estate market
- Ad Planning & Execution:** Building ad plans and executing paid engagement campaigns with ongoing performance tracking
- Campaign Reporting & Optimization:** Analyzing campaign performance metrics and implementing improvements to boost effectiveness
- Website Content Management:** Updating and optimizing company website content in line with SEO and branding standards
- Data-Driven Strategy:** Using research and audience behavior insights to guide content direction and platform strategy

WORK EXPERIENCE

SOCIAL MEDIA SPECIALIST

2024 - Present

Makank Real Estate Investment

- **Managing Social Media Platforms:** Overseeing all company social media accounts (including Facebook and sales pages), ensuring consistent, engaging communication with the audience.
- **Optimizing Real Estate Listings:** Managing and optimizing listings on platforms like Property Finder, Aqarmap, Dubizzle, and Semsar to increase property visibility and engagement.
- **Creative Concept Development:** Creating innovative design concepts and writing persuasive copy that aligns with campaign objectives and resonates with target audiences.
- **Monthly Content Planning:** Developing and executing content strategies that align with business goals and maximize engagement.
- **Enhancing Visual Identity:** Strengthening the company's visual identity by improving design quality and ensuring consistency across all content.
- **SEO Content Optimization:** Optimizing website and social media content for search engines (SEO) to increase organic reach and improve website traffic.
- **Increasing Engagement:** Driving organic reach and engagement through targeted content creation, along with analyzing audience behaviors to refine strategies.
- **Managing Print Materials:** Overseeing the creation and production of print materials like portfolios, flyers, and business cards, ensuring they reflect the brand's professional image.
- **Monitoring Performance Metrics:** Tracking and analyzing key metrics (reach, engagement, conversions) to evaluate the effectiveness of content and campaigns.
- **Competitor Analysis:** Conducting research to understand market trends, identify competitors, and uncover new growth opportunities.
- **Community Engagement:** Managing interactions with the community by responding to inquiries, initiating conversations, and building a strong online presence.
- **Performance Reporting:** Preparing detailed reports to evaluate campaign performance and identify areas for improvement in future strategies.
- **Staying Updated on Trends:** Keeping up with the latest trends and tools in social media to implement innovative strategies that maintain the brand's competitive edge.

Freelancer

egyption and gulf market

2022 - 2024

- **Market Research :** Conducting to understand target audience and competitor analysis .
- **Content creation :** Developing engaging for different platforms such as social media, and marketing materials .
- **Content strategy :** Creating comprehensive plans for content creation, distribution, and management that align with business objectives and target audience needs.
- **content calendar :** ensuring content is published in a timely manner.
- **Content Writer:** to suit different platforms, audiences, and brand guidelines

SOCIAL MEDIA SPECIALIST

Freelancer

2020-2022

- marketing plan and moderation.
- Defined, developed, and implemented marketing.
- strategies to automate and measure target audience movement.
- Established processes for campaign measurement to optimize results.
- Maximized cost-effective operations and continually evaluated spending.
- Partnered across the organization to ensure content developed addressed consumer needs and wants.
- Served as an expert for digital channel platforms (facebook - instagram) ads .