

## **Manar Magdy Esmail**

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### **Professional Summary**

Motivated and creative content creator with practical experience in developing engaging and purposeful content across digital platforms. Seeking to join a forward-thinking company where I can grow my technical skills, contribute to impactful projects, and continuously develop as a professional. Known for adaptability, eagerness to learn, and a strong passion for storytelling and communication.

### **Core Competencies:**

- Skilled in crafting high-impact content that reflects brand identity and drives engagement
- Proficient in writing scripts for videos and ad copies tailored to diverse audience needs
- Strong ability to build strategic content plans based on deep buyer persona insights
- Creative thinker with experience in collaborative ideation and execution
- Attentive to detail with a solid grasp of Arabic grammar and editorial standards
- Versatile in adapting content for different platforms and marketing objectives

### **Professional experience:**

#### **First:**

Content Creator

UniScope – Turkey

From April 2025 – Present

Duties:

- 1-Building strategic and customized content plans based on audience insights
- 2-Writing compelling scripts and copy for video content and digital ads
- 3-Collaborating with creative teams to ideate and develop campaign concepts
- 4-Tracking engagement metrics and leveraging data to refine content strategies
- 5-Ensuring linguistic accuracy and alignment with Arabic language best practices

#### **Second:**

## Content Creator

HackApex Agency – Turkey

From May 2025 – Present

### Duties:

- 1-Managing and executing 6 social media plans across various platforms
- 2-Communicating and collaborating effectively with the Creative Team to ensure aligned content strategies and successful campaign execution
- 3-Developing engaging content tailored to the brand voice and target audience
- 4-Monitoring social media platforms for feedback, engagement, and performance analytics
- 5-Reporting on social media performance and proposing data-driven improvements

## Education:

Bachelor of Arts and Education in History

Al-Azhar University, Tafahna Al-Ashraf, Egypt

Graduated: October 2024

Major: History

## Internship Experience:

Junior Content Creator Intern at Xzone Agency, Cairo

From April 2025 – July 2025

### Duties:

- 1-Developed and executed diverse content formats across various social media platforms.
- 2-Generated creative content ideas aligned with client brand objectives, specifically tailored to resonate with the target audience's personas, addressing their pain points, challenges, and goals.
- 3-Crafted compelling and impactful content designed to engage the target audience and drive desired outcomes.

## Volunteer Experience:

Content Creator at Life Makers, Mansoura, Egypt

From August 2024 – January 2025

### **Training and certification:**

#### **Content Writing Certificate | How to Content | Abar Company, Online | January 2025**

Gained skills: Content writing strategies, buyer persona analysis, content strategy development, content planning

#### **Marketing Content Writing Certificate | Writing Detailed Content | I7traf Freelance Academic, Online | December 2024**

Gained skills: Target audience identification, writing various content formats, storytelling.

#### **Social Media Platforms Performance Certificate | Online Workshop | February 2025**

Gained skills: Understanding social media platforms' performance, dashboard analysis, writing persuasive sales copies

### **Strength and skills:**

#### **Soft Skills:**

Working effectively within a team.

Time management and organization.

Ability to adapt and learn quickly.

#### **Technical Skills:**

Developing content plans and strategies

Writing platform-specific content

Analyzing platform performance

#### **Language Skills:**

English (B2)

German (B1)

