

El Moatasem Bellah Eid Abdel-Aal

Social Media Marketing Specialist & Content Creator

Cairo, Egypt

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Personal Profile

Creative Social Media Specialist & Content Creator with ITI■certified expertise in digital marketing.

Skilled in crafting engaging content, building meaningful brand connections, and developing impactful strategies

that drive growth, boost engagement, and enhance online presence.

Work Experience

FreeLancer | Aswan, Egypt | Mar 2024 – Present

- Developed and implemented effective brand marketing strategies.
- Crafted and executed social media campaigns with high■impact content.

Dent Smart | Aswan, Egypt | Jan 2024 – Mar 2024

- Developed and implemented the brand's marketing strategy.
- Created and executed diverse content strategies.

Layla (Perfumes) | El Minia, Egypt | Oct 2023 – Dec 2023

- Managed social media channels (Facebook & Instagram).
- Developed and implemented the brand's marketing strategy.

Combu Brand | Aswan, Egypt | Aug 2021 – Sept 2022

- Performed surveying duties for infrastructure projects.
- Conducted data collection and site analysis.

Hassan Allam Holding | North Coast, Egypt | Nov 2020 – Jul 2021

- Completed survey work for road development and artificial lake creation.
- Conducted detailed surveys with 99.5% accuracy supporting construction projects.

Education

Bachelor's degree in Geography | Faculty of Arts | Aswan University | 2014 – 2018

- Cumulative Grade: Good

Internships

Social Media Marketing Track | ITI | El Minya | Jul 2023 – Nov 2023

- Intensive Code Camp

Software Development Fundamentals Track | ITI | Aswan | Mar 2023 – Jun 2023

- Intensive Code Camp

Courses

2025 – Content Planet: Professional Script Writing

2025 – YallaGrow: Digital Marketing Workshop

2023 – HubSpot: Digital Marketing / Email Marketing / Advertising / Content Marketing

Skills

- Digital Marketing
- Planning and executing multi-channel digital strategies
- Creating engaging content
- Managing and optimizing Facebook ad campaigns
- SEO fundamentals
- Presentation & communication skills
- Working under pressure & meeting deadlines
- Team collaboration

Languages

Arabic – Native

English – Excellent writing, Good conversation