

Mahmoud Abdelhamid

Senior ORM

ABOUT ME

Experienced and detail oriented Senior Online Reputation Manager with a strong background in monitoring and managing brand presence across social media platforms. Skilled in handling customer interactions, managing crisis situations, and turning negative feedback into positive brand experiences.

EDUCATION

(2014-2017)

CAIRO UNIVERSITY

Bachelor of Accounting

(2020-2021)

CANADIAN CHAMBER OF COMMERCE

Digital Marketing Diploma

(2021-2021)

RUSSIAN CULTURAL CENTER

Graphic Design Diploma

CONTACT

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 Giza, Cairo Egypt

SKILLS

- Social Listening & Sentiment Analysis.
- Performance Reporting (Weekly & Monthly).
- Experience with presentation design, PowerPoint, Google Slides, Excel and Google Sheets
- Tools used: Trello, Sprinklr, Emplifi, Meltwater, Hootsuite, Semrush, Meta Business Suite, and Google Workspace.

CLIENTS

EGYPTAIR- Abu Dhabi Equestrian Club (ADEC) - Abu Dhabi Turf Club (ADTC) - Petromin KSA (Jeep - Dodge - Ram - Fiat - Abarth - Mopar - Alfa Romeo) - Kiabi KSA - EVIQ KSA - Hisense KSA - Baja KSA - Gulf Oil UAE - AD Ports Group UAE.

EXPERIENCES

(2019-2023)

Kinetics Digital Egypt

JUNIOR ORM

- Monitor and manage brand mentions, comments, and customer messages across various social media platforms to maintain a positive online reputation.
- Conducted social listening reports (Sentiment manual report)to track brand perception, identify recurring issues, and gather audience insights.
- Collaborate with content and marketing teams to adjust messaging and campaigns based on feedback from online communities.

(2023-Now)

Boopin

SENIOR ORM

- Manage online reputation for various clients in the UAE and Saudi Arabia, ensuring timely responses, proactive sentiment management.
- Prepare detailed weekly and monthly performance reports covering engagement, sentiment trends, and overall metrics.
- Handle client requests professionally and efficiently.
- Collaborate closely with Account Managers in building and refining digital strategies, ensuring ORM insights are reflected in overall campaign direction.
- Conducted comprehensive social media audits and developed strategic pitches for a variety of brands such as (Lucid KSA - Al Khozama KSA- Sucre De Nada - DAKAR KSA - Nestle Waters KSA - EVIQ KSA - PureGym KSA - Pickl Egypt).