

Sama Gamal Mohamed

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EDUCATION

Faculty of Commerce, English Section, Cairo University

09/2020 – 06/2024

- *Grade: Very good with honors*

PROFESSIONAL EXPERIENCE

Global Brands Group (GBG)

10/2024 – present

Internship

- Curated and implemented creative content ideas, ensuring engaging and informative video production.
- Conducted **market research** and developed strategic insights, including competitor analysis and brand positioning.
- Wrote over **10 creative scripts** for tech-focused reels and developed visual storyboards for engaging content.
- Led end-to-end **video production**, including scripting, shooting, and editing 9+ videos, such as intern interviews and campaign ads.
- Built a full **content calendar** and proposed my own **social media strategy**, aligned with company goal.
- Received positive feedback from my manager for my creativity, especially in storytelling and scripting.

Schneider Electric

07/2023 – 08/2023

Internship

- The training program divided into two phases
- In the first phase, focused on marketing and sales.
- In the second phase, I conducted a presentation where I proposed solutions for entering the electric vehicle market.

SKILLS

Marketing & Research:

Social media strategy, competitor analysis, market research

Content Creation:

Scriptwriting, storytelling, video production & editing

Tools:

CapCut, Canva, MS Office, Google Workspace, Notion, AI tools

VOLUNTARY

Connected Family-Egypt

08/2023 – 08/2024

Management Director

- Responsible for organizing the organizational and administrative structure.
- Responsible for some committees and planning our season from the beginning.

Human Resources

02/2023 – 08/2023

- Responsible for selecting and appointing new members and doing interviews.

FCES students council

12/2021 – 10/2022

Academic Committee

- Created academic sheets, simulation exams, and quizzes to enhance learning and assessment