

Marina Abdelmaseih



CONTACT

☎ +971526318022

✉ marina.nashaat.shoukry@gmail.com

🌐 www.marinanashaat.wordpress.com

EDUCATIONS

Bachelor's Degree - Guidance Major - Helwan University, Cairo (2007 - 2011)

COURSES

- Reuters Introduction to Digital Journalism - 2021
- Marketing & Sales introduction at American University in Cairo - 2018

- Copywriting
- Team Management
- Social Media Content Writing
- Project Management
- Communication Skills
- Video Scripting
- Blogging
- E-commerce and CMS Management
- Analytics & Reporting
- SEO planning
- Google Analytics
- Facebook and Google Ads

Experience:

Senior Copywriter - Landmark Group

MARCH 2020 - PRESENT

- Managing the creative and marketing team to achieve the marketing objectives.
- Liaising with the marketing stakeholders within Landmark Group to achieve the KPIs.
- Writing Arabic and English content for; Email Marketing Content, Web & App Content, SMS and Push notification campaigns.
- Writing Newsletters for Shukran Brand following the brand's goals to achieve the strategic objectives.
- Conceptualizing ideas and directing the designers to adhere to them.
- Managing Projects and distributing & prioritizing based on workflow importance.
- Setting Annual Content Strategies.
- Updating website & app content through CMS.
- Monitoring AB Testing results to improve the results.
- Analyzing the results, learning from the results and reporting to the head of Marketing after each project.

Copywriter - VictoryLink.

JUNE 2018 - JANUARY 2020

- Handling clients' monthly Content Calendars.
- Coming up with new Creative Ideas and concepts.
- Planning annual Content Strategies.
- Writing Video Scripts for different purposes.
- Following the Art Direction execution till the final concept goes live.

Social Media Specialist - VictoryLink

MARCH 2017 - MAY 2018

- Creating Monthly Content Calendars.
- Brainstorming to come up with creative ideas.
- Measuring audience insights through reports and analytics.
- Responsible for posting and running the monthly performance reports.
- Moderating and managing the online community to build a base of audience.

Social Media Moderator - VictoryLink

APRIL 2016 - FEBRUARY 2017

- Handling all the social media accounts for each client.
- Replying to the audience based on brand guidelines.
- Driving more engagement through moderation.
- Preparing reports to ensure the service level for the clients.

Digital Marketing Specialist - Shaspo Tours

APRIL 2014 - DECEMBER 2014

- Keyword planning strategies to optimize the website ranking.
- Writing website and blog content adhering to SEO best practices.
- Updating the website meta tags and descriptions continuously through CMS tools.
- Running quality checks and checking google analytics insights.

Customer Service Representative - Vodafone - UK Account

JANUARY 2013 - FEBRUARY 2014

Customer Service Representative - Xceed - DU Account

DECEMBER 2011 - NOVEMBER 2012