



CONTACT

✉ mariaam.elsayeed@gmail.com

☎ +201092222259

📍 Hadayek El Ahram, Giza, Egypt

🌐 <https://www.linkedin.com/in/mariam-afify-74146b11b/>

SKILLS

- Time Management
- Leadership
- Problem Solving/Risk Management

COMPUTER AND LANGUAGE SKILLS

- Proficient with Microsoft Office Publisher, Excel, PowerPoint, Word
- Excellent knowledge of English and Fluent in Arabic

MARIAM AFIFY

SOCIAL OPERATIONS MANAGER

Enthusiastic Social Operations Manager eager to contribute to team success through hard work, attention to detail and excellent content creation skills. Clear understanding of Talkwalker and Crimson, Facelift and Quintly. Motivated to learn, grow and excel in content creation and account management

RELEVANT EXPERIENCE

SOCIAL OPERATIONS MANAGER

FP7 McCann Cairo – Present

- Worked on various projects for the Grand Egyptian Museum. One of my key responsibilities was creating daily reports using listening and analysis tools to monitor the museum's digital presence and track sentiment around the brand.
- Social media coverage for the Grand Egyptian Museum and Experience Egypt to create buzz and generate excitement.
- Overseeing the multinational moderation team for Experience Egypt accounts.
- Managing the moderation and the analysis team
- Enhanced brand portfolios by preparing monthly social media reports of each brand's activity.
- Brainstormed new activations and campaign.
- Extracting and analyzing data from listening tools such as Crimson and Talkwalker.
- Investigated and addressed social media crisis issues to enhance engagement and improve performance.
- Evaluated and adopted new communication methods to address changing industry needs.
- Applied knowledge of data modeling and statistical analysis to note trends and draw conclusions.
- Reviewed performance benchmarks and established metrics for future tracking.
- Developed creative activation mechanics with insights from moderation to aid in efficiency of creative execution.

CREATIVE AND ACCOUNT MANAGEMENT WORK

FP7 McCann Cairo – Present

- Copywriter on the local launch of the Global and Annual Spotify Wrapped Campaign.
- Developed creative on-ground activations for the red carpet for the Cairo Film Festival.
- Participated in creative brainstorming session for ideas to have at the World Youth Forum.
- Participated in more than 10 TikTok Workshops to learn and apply new trends and methods of engagement.
- Conducted social media coverage for on-ground events such as, launch of automotive products, red carpet ceremonies, and seasonal/holiday events.
- Served as main account handler for the pitch of Al-Abd in creating the communication strategy and social media fledging of main creative copy and seasonal post ideas.
- Developed social content and activations for several brands such as Danone, Danette, Danone Max, Galaxy, Aptamail, Bebecare, Knorr, Dove, Clear, Nestle Pure Life, Chevrolet, Yummies, Harvest, Cairo Film Festival, and Molfix.

SOCIAL MEDIA INTERN

StarWallet Labs | 2017

- Worked on content creation
- Performed analysis on websites and on social media platforms
- Managed social media accounts
- Created social media for daily postings

MARKETING RESEARCH INTERN

Integrated Marketing Solutions | 2016

- Managing operations (coding, data entry).
- Preparing briefs and commissioning research.
- Moderating focus groups.

EDUCATION

BACHELOR OF BUSINESS ADMINISTRATION – MARKETING

Georgia State University, Joint Program with Cairo University, Egypt – 2017

- Academic Standing: Very Good
- Graduation Projects:
- Website design about “Marketing Career”
- Advertising Campaign about “Marketing Strategies”
- Research on “TE Data” Service