

Contact

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Top Skills

Media
Publishing
Online Publishing

Languages

English (Full Professional)
Arabic (Native or Bilingual)

Ahmed Amir

Social Media Manager at Radix Media
United Arab Emirates

Summary

Campaigns and Content Portfolio: <https://bit.ly/36MjsJ9>

Creative Portfolio: <https://www.behance.net/ahmedamir010>

Video Production and Editor Portfolio: <https://bit.ly/3tdUyNi>

Photography:

- <https://www.behance.net/gallery/107902921/Food-Photography>
- <https://www.behance.net/gallery/107903451/Lifestyle-Photography>

Over 8 years of experience as a Digital Marketer, Social Media and Public Relations Specialist; executing Marketing/Advertising and PR campaigns strategies from many aspects of the Hospitality, Restaurants, Healthcare, Real Estate, Fashion, FMCG, Technology and Tourism business sectors in the United Arab Emirates.

- Managing various Social Media platforms, including Facebook, Twitter, Instagram, Pinterest, Youtube and LinkedIn
- knowledge of Social Media Management System, including AgoraPulse, HootSuite and Wishpond marketing software
- knowledge of writing for the Web Content Management Systems (CMS), including Wordpress, Wix and Magento platform
- knowledge of Search Engine Optimization (SEO), Search Engine Marketing (SEM), Paid Search (PPC) and Google AdWords
- knowledge of programming languages, including HTML and CSS
- knowledge of Adobe Photoshop and Lightroom; as well as using video editing software Sony Vegas Pro and Adobe Premier Pro
- Strong technical command of English and Arabic languages; familiarity with virtually all writing styles

Experience

Radix Media Mena
Social Media Manager
November 2021 - Present (1 year 7 months)
Dubai, United Arab Emirates

- Developing long term marketing plan and implementing Social/ Digital Media Strategy, Campaigns and KPI's.
- Working closely with account executives and assign tasks.
- Working closely with creative, design and production team to ensure consistency and alignment with the strategy.
- Setting up and managing a Marketing and Advertising budget (Paid Media Campaigns).
- Report on social campaigns - creating monthly reports, 6 months reports and yearly reports.
- Researching and generating creative ideas for content.
- Content curation and content production: Creating engaging content optimized for platform and intended audience.
- Working alongside «Graphic Designer» to create interactive Marketing & Advertising promotional design concepts.
- Social Media Community Management.
- Influencer Marketing Relations.
- Analytical and creative problem solving.

<<Account Management>>

- Handling clients such as Seara, Gulf Oil, Eastern Spice, Al Rawabi, Arada & Volkswagen
- Meeting with clients to discuss Social Media Marketing strategies.

<<Advertising Copywriting>>

- Translating Copy from (English to Arabic) and vice versa.

<<INFLUENCERS COLLABORATION>>

- Managing and maintaining strong relations with media members and bloggers.
- Researching top influencers, competitors and trends.
- Managed various influencers campaigns.

The Tribe

Social Media Manager

March 2020 - October 2021 (1 year 8 months)

Dubai, United Arab Emirates

- Developing and implementing Social Media Marketing/Media Strategy.
- Researching and generating creative ideas for content.
- Content curation and content production: Creating engaging content optimized for platform and intended audience.

- Writing daily Social Media contents.
- Setting up and managing a Marketing and Advertising budget (Paid Media Campaigns).
- Video script writing and storyboard. Here is my portfolio - <https://bit.ly/3tdUyNi>
- Campaign Strategies - Developing and implementing Social Media Marketing brand awareness campaigns.
- Working alongside «Graphic Designer» to create interactive Marketing & Advertising promotional design concepts.
- Social Media Community Management.
- Influencer Marketing Relations.
- Analytical and creative problem solving.

<<Account Management>>

- Handling Government clients such as Cultural Foundation and Qasr Al Hosn in Abu Dhabi.
- Meeting with clients to discuss Social Media Marketing strategies.

<<Advertising Copywriting>>

- Translating Copy from (English to Arabic) and vice versa.

McCollins Media

Social Media Manager

November 2017 - March 2020 (2 years 5 months)

Dubai, United Arab Emirates

- Developing and implementing Social Media Marketing/Media Strategy.
- Researching and generating creative ideas for content.
- Content curation and content production: Creating engaging content optimized for platform and intended audience.
- Writing daily Social Media contents.
- Setting up and managing a Marketing and Advertising budget (Paid Media Campaigns).
- Video script writing and storyboard.
- Campaign Strategies - Developing and implementing Social Media Marketing brand awareness campaigns.
- Working alongside «Graphic Designer» to create interactive Marketing & Advertising promotional design concepts.
- Social Media Community Management.
- Influencer Marketing Relations.
- Analytical and creative problem solving.

<<Account Management>>

- Handling major clients such as Midea, Toshiba, Doors Freestyle Grill, Gurkan Sef Steakhouse, Qasr Al Sultan Boutique Hotel (Dubai Gourmet, by Meraas), Sofitel Dubai The Palm Resort & SPA.
- Meeting with clients to discuss Social Media Marketing strategies.

<<Advertising Copywriting>>

- Translating Copy from (English to Arabic) and vice versa.

<<PUBLIC RELATIONS (PR)>>

- Managing and maintaining strong relations with media members and bloggers.
- Researching top influencers, competitors and trends.

Social Media Software/Apps

Social Media Content Management: Hootsuite, AgoraPulse, GainApp and Buffer

Photo Editing: Photoshop and Lightroom

Video Editing: Sony Vegas Pro and Adobe Premiere Pro

Presentations: Data Analytics

Touchstone Marketing and Advertising

Social Media Manager

December 2016 - November 2017 (1 year)

Dubai, United Arab Emirates

- Developing and implementing Social Media Marketing/Media Strategy.
- Researching and generating creative ideas for content.
- Creating engaging content optimized for platform and intended audience.
- Writing daily Social Media contents.
- Setting up and managing a Marketing and Advertising budget.
- Developing and implementing Social Media Marketing campaigns
- Working alongside «Graphic Designer» to create interactive Marketing & Advertising promotional design concepts.

<<Account Management>>

- Handling major clients such as Pinar Arabia and Pyrex Arabia
- Meeting with clients to discuss Social Media Marketing strategies.

<<Advertising Copywriting>>

- Creating Copy for advertising banners for Mercato.
- Translating Copy from (English to Arabic) and vice versa.

The Social Networkers

Social Media Executive

October 2014 - September 2016 (2 years)

Dubai, United Arab Emirates

<<DIGITAL MARKETING AND SOCIAL MEDIA>>

- Developing and implementing Social Media Marketing/Media Strategy.
- Researching and generating creative ideas for content.
- Creating engaging content optimized for platform and intended audience.
- Setting up and managing a Marketing and Advertising budget.
- Developing and implementing Social Media Marketing campaigns.
- Building and running Social Media Marketing competitions.
- Developing video scripts for uploading on (Facebook & Instagram) platforms.
- Video filming and editing: Created (30 Sec and 1 Min) videos for Social Media Marketing and Advertising purposes.
- Designed and edited (Texts, Logos, Images) using Adobe Photoshop.
- Working alongside «Graphic Designer» to create interactive Marketing & Advertising promotional design concepts.

<<ACCOUNT MANAGEMENT>>

- Handling major clients such as Crocs Middle East, Ramada Plaza JBR, Ramada Sharjah and Ajman Tourism and Development Department.
- Meeting with clients to discuss Social Media Marketing strategies.
- Utilizing Facebook and Instagram Ads in order to grow (increase) page likes, improve engagement and generate leads.

Social Customer Relationship Management (CRM):

- Developing a social or collaborative business, both internally and externally.
- Building and sustaining community relationships.
- Measuring customers engagement and interactions; delivering an End of the Month Social Media Marketing reports - showcasing 'Key Performance Indicator' (KPI) and 'Return On Investment' (ROI).

<<PUBLIC RELATIONS (PR)>>

- Managing and maintaining strong relations with media members and bloggers.
- Researching top influencers, competitors and trends.

Education

BeOnTop

Search Engine Optimization (SEO) Expert Certificate · (2016 - 2016)

Yarmouk University

Bachelor's Degree, Bachelor of Arts in English Language &
Literature · (2011 - 2013)