

# KHALID SAMY

DIGITAL MARKETING SPECIALIST

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GIZA,6-OCTOBER  
[KHALID SAMY | LinkedIn](#)

## OBJECTIVE:

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A motivated Digital Marketing Specialist with experience in media buying, content creation, and scriptwriting.

I am passionate about using digital strategies to improve brand visibility, engagement, and growth. Looking for an opportunity to apply my skills and continue learning in a fast-paced marketing environment.

## EDUCATION:

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- Helwan National University** **October 2022 – Present**  
Faculty of Commerce and Business Administration | Department of Digital Transformation, Third Year ,Excellent Grade

## EXPERIENCE:

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- Online Internship at CIB Bank** **August 2023**  
Completed an online internship program, gaining insights into the banking sector and enhancing my understanding of financial services.
- Internship at MINT by EG-Bank** **September 2023**  
Participated in a training program focused on soft skills development, which included communication, teamwork, and problem-solving.
- Digital Marketing - Scholarship Program** **APR 2024 -present**  
Digital Egypt Pioneers Initiative – DEPI  
**Focus:** Digital marketing, creative arts, business English, soft skills, and freelancing.  
**Experience:** Practical sessions with certified trainers.  
**Skills:** Proficiency in digital tools; enhanced communication and negotiation skills.  
**Mentorship:** Guidance in building a professional portfolio and freelance opportunities.

## SKILLS & ABILITIES:

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**Digital Marketing:** Media buying, content marketing, social media strategies, and digital brand growth.

**Design:** Ability to create visually engaging designs for digital marketing campaigns.

**Programming:** Proficient in C++ and Python.

**Soft Skills:** Strong communication, teamwork, and problem-solving abilities.

**Languages:** Arabic: Native language, English: A2.3 level (Berlitz)