

# MARIAN MAGDY ZAKY

<https://www.linkedin.com/in/marian-magdy-zaky>

marianrezkallah9@gmail.com - +966560442875 - Riyadh - Saudi Arabia

Dynamic and results-oriented Digital Marketing Specialist with extensive experience in leveraging various digital marketing channels to drive brand awareness, customer engagement, and revenue growth. Proficient in developing and implementing marketing strategies, managing social media platforms, and optimizing online campaigns for maximum ROI.

## AREA OF EXPERTISE

Digital Marketing Strategy	Search Engine Optimization	Content Marketing
Social Media Marketing	Email Marketing	Analytics and Reporting

## PROFESSIONAL EXPERIENCE

**Content Writer, Freelance -Diply** Nov 2024 - Present

- Write engaging, shareable articles tailored to Diply’s target audience
- Stay up-to-date with the latest social media and pop culture trends to pitch and write timely pieces that attract and engage readers.
- Conduct thorough research to ensure content is accurate, relevant, and credible, especially for stories involving statistics or significant events.
- Ensure that all written content is free from grammatical errors and adheres to Diply’s style guidelines.

**Digital Marketing Specialist, Freelance** Jan 2022 - Present

- Successfully managed and executed digital marketing campaigns across platforms like Google, Facebook, and Instagram.
- Developed targeted ad strategies, increasing engagement by 30% over six months.
- Specialized in optimizing content for SEO to boost online visibility
- Used Google Analytics and HubSpot to track campaign performance, leading to a 20% increase in conversion rates.
- Dedicated to helping businesses achieve their marketing goals through tailored digital strategies.

**Digital Marketing Specialist , Internship - DEPI** May 2024- Oct 2024

- Conducted keyword research and optimized website content for SEO, improving organic search rankings.
- Managed Google Ads campaigns, including keyword bidding and ad copywriting, to drive targeted traffic
- Developed a content strategy that improved organic reach by 40%.
- Managed email marketing campaigns, including list segmentation and A/B testing, resulting in higher open and click-through rates.
- Utilized Google Analytics to track website performance and provided actionable insights for marketing improvements.
- Developed and scheduled content across Instagram and Facebook, resulting in a 25% increase in followers and 15% boost in engagement rates.

**Operation Officer, National Bank of Egypt** Feb 2018 - Aug 2024

- Answered customer inquiries regarding account balances, transaction history, services charges, and interest rates.
- Processed 150+ customer transactions daily with 99% accuracy.
- Identified sales opportunities and referred customers to branch partners in financial services
- Managed and maintained customer accounts, ensuring compliance with banking regulations.
- Ensuring compliance with banking regulations and internal policies.

## **EDUCATION**

---

**Faculty Of Commerce English Section- Cairo University**

**May 2013 - May 2017**

Bachelor of Business Administration

Grade : Very Good

## **COURSES**

---

- Social Media Marketing Essentials - GOMYCODE
- What is Digital Marketing – AL mentor
- Google Ads Course – AL mentor
- Google Ads Display Certification – Google
- Fundamentals of Digital Marketing – Google

## **SKILLS**

---

- Design Software: Capcut and Canva
- Email Marketing: Mailchimp
- SEO: Keyword Research
- Microsoft Office

## **FAMILIAR WITH**

---

- Digital Marketing Tools: Google Analytics and HubSpot
- Project Management Tools: Trello
- AI Tools
- Adobe Photoshop and illustrator