



Esraa Adel

Content Creator & Social Media Writer

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Cairo, Egypt

Portfolio

Summary

I'm a Content Creator & Social Media Writer with 2+ years of experience creating clear, engaging, and audience-focused social media content. Skilled in content planning, content calendars, audience research, and buyer persona development. Experienced in crafting social media posts, video scripts, and monthly content plans for the Gulf market—especially Saudi Arabia—while ensuring brand consistency, driving engagement, and supporting business goals.

Professional Experience

Content Creator at Tomato Agency

05/2023 – 10/2025

- I am responsible for creating and writing social media content that aligns with the brand's voice and goals. My role includes writing engaging captions, developing content ideas, contributing to content planning to ensure consistency and audience engagement across platforms, and creating marketing emails to support campaigns and promotions.

TeleMarketing at Mirage Brokerage

09/2022 – 12/2022

- Handled outbound calls, communicated with customers, presented services, addressed inquiries, and supported sales objectives.

Telesales At Teleperformance

12/2021 – 06/2022

- Engaged with customers to understand their needs, presented products and services, handled objections, and contributed to achieving sales targets.

Skills

Technical Skills

- Content Planning
- Content Calendar Creation
- Social Media Content Writing
- Buyer Persona Development
- Competitor Analysis
- Audience Research
- Scriptwriting
- Basic Copywriting
- AI Tools
- SWOT Analysis
- Trello (Task & Content Management)
- Microsoft Office (Word, Excel, PowerPoint)

Soft Skills

- Communication & Collaboration
- Problem-Solving & Decision-Making
- Time Management
- Adaptability in Dynamic Work Environments
- Passion for Learning and Continuous Improvement
- Leadership & Teamwork
- Working Under Pressure
- Creativity & Innovation

Courses

Content Writing Course

The Copywriter

English Language Course

Tab Academy

Fundamentals of Digital Marketing by Google (Skillshop)

ICDL Course

Proficient in Microsoft Windows and Office applications

Education

Bachelor Of Arts, English Department

Benha University

2021