

Youssef Abozied

Social Media Marketing Specialist

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Experience

Vital Global Care, *Medical Tourism Company in UK "Remote"*

January 2025 – May 2025

1. Content Strategy & Development: Designed and executed a 30-day static post content calendar focused on cosmetic and non-cosmetic surgeries (dental, orthopedic, body contouring, hair transplant) tailored to European medical tourism audiences.

2. Brand Positioning & Messaging: Crafted compelling messaging that highlights Egypt as a premium destination for luxury medical tourism, aligning content with brand tone and patient trust objectives.

3. Target Audience Engagement: Optimized content to resonate with European patients, increasing awareness, education, and interest in Vital Global Care's offerings through culturally relevant and visually engaging designs.

4. Performance-Driven Campaigns: Ensured alignment between content and lead generation goals, contributing to brand visibility and conversion strategies in competitive health tourism markets.

Digital Marketing Specialist & Strategist, *Deraya University*

December 2022 – January 2025

1. Strategic Campaign Development: Led the planning and execution of multi-platform social media strategies to promote academic programs, university initiatives, and events, increasing brand visibility and student engagement.

2. Content Creation & Management: Produced and scheduled engaging content (posts, videos, stories) tailored to prospective and current students, aligning with the university's communication goals.

3. Cross-Department Collaboration: Coordinated with faculties, research centers, and administrative units—such as the Research & Sustainability Center—to amplify key initiatives (e.g., liver cancer detection campaign) and ensure message consistency.

4. Performance Monitoring & Optimization: Analyzed performance metrics and audience insights to refine strategies, improve engagement rates, and support enrollment marketing goals.

5. Crisis & Reputation Management: Supported the communication team during sensitive periods by providing timely, accurate, and brand-aligned messaging on social platforms.

Media Buyer, *Tafasel Constructions*

July 2021 – August 2022

1. Paid Advertising Management: Planned, executed, and optimized Meta Ads campaigns to generate qualified leads for interior and exterior design services, achieving cost-effective results.

2. Audience Targeting & Segmentation: Conducted in-depth audience research to build and refine targeting strategies, ensuring campaigns reached high-intent users in the real estate and design sectors.

3. Budget Allocation & ROI Tracking: Managed daily and monthly ad spend efficiently, continuously monitoring KPIs such as CPL, CTR, and ROAS to improve performance and justify investment.

4. Creative Collaboration: Worked closely with designers and content creators to align ad creatives with campaign objectives, enhancing ad relevance and engagement.

5. Performance Reporting: Delivered actionable insights through regular reports, helping management make data-driven decisions on marketing strategy.

Social Media Specialist, *Rope.co Advertising Agency*

May 2020 – May 2021

1. Multi-Client Social Media Management: Handled end-to-end social media execution for diverse clients across industries, ensuring each brand's voice and objectives were reflected in tailored strategies.

2. Content Planning & Execution: Developed and scheduled high-performing content calendars, balancing educational, promotional, and engaging formats to maximize reach and interaction.

3. Platform Optimization: Optimized performance across Meta, Instagram, and LinkedIn by leveraging platform-specific insights, trends, and tools to enhance visibility and engagement.

4. Client Reporting & Strategy Adjustment: Provided data-driven performance reports and campaign insights, recommending adjustments to meet KPIs and improve campaign ROI.

5. Cross-Functional Coordination: Collaborated with designers, copywriters, and media buyers to deliver cohesive and results-oriented marketing campaigns.

Social Media Specialist, *ihgzly "Delivery APP"*

Oct 2018 - May 2019

1. User Acquisition Campaigns: Developed and executed targeted social media campaigns to drive app downloads and user engagement, contributing to consistent growth in active users.

2. Content Creation & Scheduling: Produced engaging content tailored to the food delivery and convenience services market, emphasizing ease of use, speed, and service variety.

3. Platform Management: Managed Ihgzly's presence across Meta, Instagram, and TikTok, leveraging platform features to increase brand awareness and user retention.

4. Audience Engagement & Community Growth: Built an active online community by responding to inquiries, running interactive content, and maintaining a consistent brand voice.

5. Analytics & Performance Optimization: Monitored campaign KPIs (CTR, CPA, engagement) and used insights to refine strategies, improve ROI, and inform future content direction.

Content Writer, *Spotix "Remote"*

August 2017 – January 2020

1. Product-Focused Copywriting: Wrote compelling product descriptions and promotional copy for handcrafted wooden items like office sets, lighting pens, and medals, emphasizing craftsmanship, functionality, and aesthetic appeal.

2. Brand Voice Development: Helped shape and maintain a consistent brand tone that resonated with premium, design-conscious audiences across web, social media, and print materials.

3. Content Strategy Support: Collaborated with marketing and design teams to create content aligned with seasonal campaigns, launches, and gifting occasions.

4. SEO & Persuasive Writing: Integrated persuasive language and keyword-rich content to support organic discoverability and improve online conversions.

5. Storytelling & Emotional Appeal: Crafted storytelling-based copy that highlighted the uniqueness and emotional value of wooden products, enhancing customer connection and brand loyalty.


Education

September 2019 – June 2022

Bachelor Degree, English Literature, Minya University

Skills

1. Social Media Strategy Development

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2. Content Planning & Creation
 3. Meta Ads & Paid Media Buying
 4. Audience Targeting & Segmentation
 5. Analytics & Reporting
 6. Brand Positioning & Messaging
 7. Cross-Platform Management
 8. Community Management
 9. Campaign Optimization
 10. Collaborative Teamwork

VOLUNTEER

Feb 2016 - May 2019
MVP OGV, AIESEC

