

# Silvia Hani

Head of Content

## 👤 Profile

Experienced content professional with more than 10 years of experience in content development and intelligence.

I was heading the content department of two of Egypt's famous e-commerce, Glovo and Otlob, and most recently TSC in Kuwait.

Analyzing content performance and data-driven improvements can help companies make the most of content as one of the main pillars of growth and achieve key business goals. This is my passion.

I have strong knowledge about content marketing, copywriting, and digital marketing channels as I'm continuously learning in this field.

## 📁 Employment History

### Head of Catalog at The Sultan Center

February 2020 — June 2020

- Determine a short and long-term content strategy that contributes to achieving business goals.
- Develop content guidelines to standardize the online identity of organizations and ensure high-level content.
- Develop merchandise content calendar with the collaboration of the marketing team to ensure achieving the marketing goals.
- Monitor the online inventory to ensure safety stock and product availability.
- Collaborate with the commercial team in listing new vendors online.
- Provide the marketing team with social media and advertisements' content.
- Responsible for listing new stores online with the collaboration of all stakeholders.
- Track conversion rate and content performance and set the developing plans for improvements,
- Develop a Strategic Plan of the content calendar to keep up with special events to provide the customers with relevant content.
- Newsletters and email marketing content creation.
- Set the SLA's between content and cross-functional departments and ensure achieving it.
- Analyzing content performance and develop the enhancement plans
- Oversee the content activation team and set their KPI's.

### Head of Content at Glovo

May 2018 — January 2020

- Determine a short and long-term content strategy that contributes to achieving business goals.
- Collaborate with cross-functional teams in setting short and long-term growth plans through different organic and paid channels.

## Details

Cairo, Egypt, 010-094-983-78  
[silvihani.sh@gmail.com](mailto:silvihani.sh@gmail.com)

Date / Place of birth

19.01.1987

Cairo

Nationality

Egyptian

Driving license

Yes

## Links

[LinkedIn Profile](#)

## Skills

Content Strategy

Content Marketing

Copywriting

Content Writing

Content Management

Google AdWords

Google Analytics

Facebook Marketing

Email Marketing

Digital Marketing

Adobe Photoshop

## Languages

Arabic

English

- Track content performance in terms of CR & NC acquisition and determine the rooms for improvement.
- Perform post-analysis of the marketing and growth activities to provide all stakeholders with the performed ones and make corrective decisions for unperformed activities.
- Analyze competition to track the company's position in the market and take measures to help the company stand out from the competition.
- Lead the expansion plans by identifying heat maps, competition existence, new cities, and areas that would increase the company's growth and acquire new customers.
- Roll out customer surveys and post-analysis of responses to identify relevant content that customers need and add them to the application.
- Analyze content availability to identify content gaps and fill them to ensure rich content in all areas.
- Analyze partners' performance & provide partner operations team with reports and suggestions to improve the partners' sales and growth.
- Identify the qualified leads based on pre-set criteria and provide the sales team with them.
- Provide the marketing team with the content of all marketing activities.
- Organize content calendar to provide customers with relevant content during all the special events and occasions.
- Identify the content that is published online.
- Set the content guidelines and quality control process metrics.
- Set the SLA's between content and cross-functional departments and ensure achieving it.
- Oversee the content activation team and set their KPI's.

## **Senior Marketing Executive at Alnafitha International for Information Technology**

December 2017 — April 2018

- Plan & execute all digital marketing campaigns according to business goals.
- Track campaigns' performance in terms of ROI.
- Create & develop a company online presence.
- Brainstorm new & creative growth strategies.

## **Head of Content at Otlob | Rocket Internet**

June 2012 — October 2016

- Develop a short & long-term content strategy to meet business goals.
- Develop new content guidelines to standardize the content & pictures.
- Set SLA's between content & cross-functional departments.
- Responsible for the content team & their KPI's.
- Train new team members.
- Oversee content of Hunger Station in KSA.

## **Content Supervisor at Otlob | Rocket Internet**

April 2011 — May 2012

## **Content Specialist at Otlob | A15**

January 2010 — March 2011

**Bachelor of Mass-communication | Public Relations & Advertising  
Major, Cairo University**

September 2012

**High School, Armenian Catholic Sisters' School**

## **Courses**

**The Complete Copywriting Course: Write to Sell Like a Pro, Udemy**

**Ultimate Google Ads 2020 : Profit with Pay Per Click, Udemy**

**Facebook Marketing, LinkedIn Learning**

**Learning to Write Marketing Copy, LinkedIn Learning**

**Content Marketing Foundations, LinkedIn Learning**

**Business Storytelling, LinkedIn Learning**

**Digital Marketing Professional Diploma, DM Arts Academy**

**Content Marketing, Hubspot Academy**

**Inbound Marketing, Hubspot Academy**

**E-mail Marketing, Hubspot Academy**

**Graphics Diploma, Russian Culture Center**

**Master Digital Marketing, LinkedIn Learning (In Progress)**

**Content Strategy, LinkedIn Learning (In Progress)**