

Mohamed Khaled Mohamed Youssef

📍 Giza, Egypt ✉ hamoooootyp668@gmail.com ☎ +201200785733 in mohamedkh-marketing

Professional Summary

Digital Marketing specialist with hands-on experience in WordPress content management, social media scheduling, and content strategy. Skilled in Canva and basic Photoshop with proven ability to deliver accurate and engaging content. Experienced in remote collaboration, data handling, and performance tracking. Seeking to leverage my skills to contribute to impactful digital marketing campaigns.

Professional Experience

Aspired Digital, Digital Marketing Assistant (Remote)

Remote Dec 2024 – Sep 2025

- Published and managed content on 3–4 WordPress websites
- Created and scheduled posts for LinkedIn and Meta platforms
- Developed and implemented content strategies tailored to client industries
- Conducted data crawling and organized datasets in Google Sheets for new clients
- Tracked engagement metrics (clicks, impressions, likes, comments, views) to evaluate performance
- **Achieved 25% growth in LinkedIn followers and improved engagement by 30% in 6 months** through consistent content strategy and optimized posting schedules

Digital Egypt Initiative, Digital Marketing Intern

Cairo, Egypt Jun 2024 – Nov 2024

- Supported social media strategies to increase brand awareness and engagement
- Created and curated digital content, leading to **20% increase in follower growth**
- Assisted in analyzing social media metrics to optimize campaigns
- Collaborated with marketing team to execute campaigns aligned with organizational goals

Certifications

Digital Marketing Certificate

2023

- Digital Egypt Initiative, Ministry of Communications and Information Technology

Google Foundations of Digital Marketing and E-commerce

Skills

Content Management: WordPress Content Management, Content Strategy & Copywriting

Social Media: LinkedIn, Meta (Facebook & Instagram), Social Media Scheduling

Design & Analytics: Canva, Basic Photoshop, Performance Tracking & Reporting, Basic SEO & Analytics

Technical: Data Crawling, Google Sheets, Remote Collaboration & Time Management

Volunteer Experience

Cairo University, Community Moderator - Online Student Forum

Feb 2022 – Aug 2022

- Moderated online discussions and maintained community guidelines
- Developed strategies to increase engagement