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Top Skills

Large Language Models (LLM)

Generative AI

Generative AI Tools

Certifications

Learn Photoshop, Web Design &
Profitable Freelancing

Introduction to Data Analytics

Branding Foundations

Neuromarketing: Tap Into your
Customer's Primal Brain

Youssef Samir Khodeir

Content Creator @2oolameme | IEEE MSA OC Head | Digital
Marketing Specialist | Social Media Manager | Experienced in
App Growth, Marketing and Content Strategy & UGC | Open to
Opportunities in Marketing & Advertising

Cairo, Cairo, Egypt

Summary

Passionate Marketing Specialist with a zest for digital marketing and a love for crafting compelling content. With hands-on experience from top internships and a knack for social media management, I thrive on creating strategies that engage and inspire audiences. Always eager to learn and grow, I am committed to staying ahead of marketing trends and bringing fresh, creative ideas to the table. I am excited to contribute to innovative marketing projects and help brands shine in the digital landscape, aspiring to be a leading digital marketer in Egypt!

Experience

2oolameme

Content Creator

April 2025 - Present (10 months)

Egypt

- Filmed and produced videos that collectively generated over 1M views across social platforms.
- Created and edited video content tailored to TikTok and Instagram audiences, aligning with gaming and trending formats.
- Wrote engaging scripts and concepts to showcase 2oolameme's games in fun, relatable, and viral ways.
- Collaborated with the creative team to brainstorm new content ideas aligned with campaign goals and audience interests.
- Analyzed video performance metrics to identify successful content patterns and improve future output.

- Covered brand activations and events by capturing on-site content and producing recap videos

IEEE MSA University Student Branch

Head of Organizing Committee and Digital Marketing

June 2024 - May 2025 (1 year)

- Grew the TikTok account from zero to the 3rd most-followed club at MSA in just three months, generating 218K+ views across videos.
- Increased Instagram followers from 221 to 552, driving higher engagement through consistent content and storytelling campaigns.
- Led the Organizing Committee overseeing multiple teams including HR, Fundraising, PR, Marketing, and Logistics to ensure smooth planning and execution of club events.
- Managed the Digital Marketing and Media teams, directing content creation, video production, and platform-specific strategies across TikTok and Instagram.
- Developed and executed content plans, scripted and edited videos, and monitored analytics to continuously improve performance and engagement.

Dynamedia Group

Social Media Manager

January 2025 - April 2025 (4 months)

- Developed and executed content calendars and strategies to elevate brand presence on Instagram, Facebook, and LinkedIn.
- Created engaging captions, ad copies, and visual text tailored to each brand's identity and target audience.
- Designed interactive Instagram Stories to drive audience engagement and highlight brand offerings.
- Managed community interactions by responding to messages and comments, fostering a strong online presence.

Al Baraidi Developments

Social Media Manager

September 2024 - November 2024 (3 months)

- Developed and executed comprehensive content calendars and strategic plans to enhance brand visibility for Al Baraidi Developments.
- Crafted engaging scripts, creative content, and persuasive ad copies tailored for social media platforms, ensuring alignment with brand identity and target audience.
- Collaborated with stakeholders to deliver impactful marketing campaigns that drove engagement and reinforced brand positioning.

Wadi Degla Holding

Digital Marketing Intern

August 2024 - August 2024 (1 month)

Egypt

- Initiated a marketing automation system project to retarget interested leads on new channels
- Conducted in-depth analysis of sports content for Saudi markets, providing actionable insights for refining content strategies.
- Brainstormed and planned digital content for a 4-month period, aligning social media posts with seasonal trends and customer activities.
- Performed Month-over-Month (MoM) lead analysis over an 8-month period, analyzing lead sources and their performance.
- Created a digital media plan for the Alexandria branch.
- Revised website content to ensure it was well-structured and error-free.

Coldwell Banker Egypt

Marketing Intern

July 2024 - July 2024 (1 month)

Egypt

- Analyzed social media performance for Coldwell Banker franchises in Egypt
- Generated creative TikTok ideas and collaborated with the team on content creation
- Created engaging videos and stories for Instagram and TikTok
- Researched potential brands and businesses to expand Coldwell Banker's star club program

Slash.

Digital Marketing and App Growth Intern

April 2024 - June 2024 (3 months)

Egypt

- Collaborated with a dynamic team to support the app's marketing activities and establish a strong social media presence.
- Conducted in-depth competitor analysis and developed SWOT analyses for various brands and the e-commerce market in Egypt.
- Generated creative content ideas and managed the content calendar with the team
- Researched and identified the best ad types and practices, staying updated with the latest marketing trends and tools.

Arab African International Bank

Digital Marketing Intern

August 2023 - September 2023 (2 months)

Egypt

- Conducted competitor analysis and monitored online activities for all 30+ Banks in Egypt to identify industry trends and opportunities.
- Generated creative ad concepts and presented them to management for approval.
- Developed knowledge of design principles to create visually appealing marketing materials.
- Collaborated with the marketing team to assist in implementing campaigns.
- Conducted a Media Plan and learned the creation process behind it

Thebes ElMaadi International School

Student Activity Organizer and Content Creator

November 2021 - July 2022 (9 months)

- Orchestrated more than 5 successful school events, including Senior's Trip, Prom, and graduation ceremony.
- Collaborated with a team to plan and execute various activities, demonstrating strong organizational and communication skills.
- Initiated and managed the Instagram page for the high school senior class, fostering a sense of community and school spirit.
- Generated creative content ideas and collaborated with fellow students to produce engaging posts.
- Organized interactive content such as polls, Q&A sessions, and countdowns to boost engagement.

StarTop

Digital Marketing and Business Development Intern

September 2021 - November 2021 (3 months)

- Acquired practical knowledge of content strategy development, enhancing understanding of creating and implementing effective marketing content.
- Conducted market research to understand customer segmentation and develop detailed buyer personas, improving targeting strategies.

DesignCrowd

Freelance Web Designer

May 2021 - June 2021 (2 months)

- Planned and executed Several Website designs
- Translated briefs into polished, high-level designs

Education

Modern Sciences and Arts University

Management Sciences, Business Administration and Management,

General · (September 2022 - July 2026)

Thebes ElMaadi International School

American Diploma · (September 2019 - July 2022)