



Reem Ahmed Fathy Mohamed

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Personal Statement:

Passionate about helping brands find their creative voice. One-stop Marketing station aims to help my clients thrive in a changing world and leverage their unique strengths to build a personalised roadmap to success. I love performance curves more than girls' stuff, and I love researching more than watching a movie. Digital Marketing hacks and techniques are my glasses. So, call me nerdy because you'll be amazed at what I'm capable of.

Education:

Bachelor of Business Major: Business Administration Year: 2016
Ain Shams University Grade: Good

Certificate:

1. Facebook Social Media Marketing Specialization | Coursera and Meta | March 5, 2021
<https://www.coursera.org/account/accomplishments/specialization/certificate/TW3PNLJKTJAG>
2. The Fundamentals of Digital Marketing | Google Digital Garage | September 10, 2021
Credential ID: XMU XFH W6Z
3. Google Analytics Individual Qualification | Google Skill Shop | October 4, 2021
<https://skillshop.exceedlms.com/student/award/4PJzfuzQQgRVdjKhEBocp8pg>
4. Google Project Management Certificate | Coursera and Google | October 20, 2021
https://www.credly.com/badges/d34fb283-3877-4eb3-8fa3-6fba69d7d290/public_url
5. Marketing Specialist | VETASSESS | January 07, 2022
https://www.credly.com/badges/c7ea5789-7893-44df-9c1c-16836a63acb5/public_url

Professional Experience:

<p>Senior Digital Marketing Specialist StaffArabia (Integrated HR Solutions Company) March 2023 – Till Now Full Time – Cairo, Egypt</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Develop and implement strategies and track marketing programs such as email campaigns, digital campaigns, Events and overall marketing activities. • Prepare and manage the marketing activities budget. • Coordinating with graphic designers for artwork requirements for different campaign types. • Create landing pages and optimise the user experience. • Analyze and report on the performance and efficiency of campaigns • Producing keyword analysis and research for SEO. • Coordinating with product managers to cover the latest updates for each product line. • Determine the appropriate digital tools to attract potential customers. • Work with external vendors and partners to execute marketing programs. • Set up and optimise digital campaigns within multiple platforms, including Google, Meta, Twitter, LinkedIn, Etc.). <p>Technologies:</p> <ul style="list-style-type: none"> • Google Analytics, Search Console, and AdWords. • Facebook, LinkedIn, and Instagram. • Buffer for Social Media Management.
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<p>Marketing Specialist Smart Up Software (Software Company) August 2022 to February 2023 Full Time – Cairo, Egypt</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Develop and implement the marketing strategy. • Undertaking competitor research and analyses. • Set objectives to reach customers through appropriate marketing channels. • Build and maintain relationships with new and existing customers through prospecting and networking. • Promote brand awareness through marketing efforts. • Create marketing materials for the website and other marketing platforms. • Assist with analysing marketing data, including campaign results, conversion rates, and online traffic. • Monitoring company brand and building brand awareness on social media. • Manage social media campaigns, day-to-day activities, and presence on social. <p>Technologies:</p> <ul style="list-style-type: none"> • Uber Suggest – SEO Keywords. • Google Analytics, Search Console, and AdWords. • Facebook, LinkedIn, Instagram, and Twitter. • Buffer for Social Media Management. • Eliminator for Website Edits
<p>Marketing Specialist ArabDT (Software Company) February – June 2022 Full Time – Cairo, Egypt</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Develop and implement the marketing strategy. • Undertaking competitor research and analyses. • Set objectives to reach customers through appropriate marketing channels. • Build and maintain relationships with new and existing customers through prospecting and networking. • Promote brand awareness through marketing efforts. • Create marketing materials for the website and other marketing platforms. • Assist with analysing marketing data, including campaign results, conversion rates, and online traffic. • Monitoring company brand and building brand awareness on social media. • Manage social media campaigns, day-to-day activities, and presence on social. • Manage social media specialist and designer. <p>Technologies:</p> <ul style="list-style-type: none"> • Uber Suggest – SEO Keywords. • Google Analytics, Search Console, and AdWords. • Facebook, LinkedIn, Instagram, and Twitter. • WordPress for Website Edits. • Buffer for Social Media Management.
<p>Marketing Specialist TARGET Integrated Systems (and its Sister Company – URANIUM Software House)</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Developing and implementing the marketing plan. • Undertaking competitor research and analyses.

<p>(IT Services and Consulting) January 2019 – January 2022 Full Time – Cairo, Egypt</p>	<ul style="list-style-type: none"> • Establishing goals and objectives to reach customers through appropriate marketing channels (digital and traditional). • Building and maintaining relationships with new and existing customers through prospecting and networking. • Promoting brand awareness through marketing efforts. • Creating marketing materials for the website and other marketing platforms. • Supporting the company with marketing activities by demonstrating expertise in various areas, including optimization, advertising, social media, direct marketing, and event planning. • Assisting with the analyses of marketing data, including campaign results, conversion rates, and online traffic, to improve future marketing strategies and campaigns. • Monitoring company brand and building brand awareness on social media. • Work with internal stakeholders and other branches of marketing to integrate social media with all marketing. • Manage social media campaigns, day-to-day activities and presence on social. <p>Technologies:</p> <ul style="list-style-type: none"> • Uber Suggest – SEO Keywords. • Google Analytics, Search Console, and AdWords. • Facebook, LinkedIn, Instagram, and Twitter. • Dynamics 365 Marketing for Email Marketing. • SharePoint for Website Edits. • Buffer for Social Media Management.
<p>Social Media Marketing Manager A2M (Digital Agency) May 2018 – March 2019 Freelance – Cairo, Egypt</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Coaching social media team on content creation best practices. • Monitoring company brand and building brand awareness on social media. • Develop the right voice for each social media platform. • Create and plan social media strategy, budgets and campaigns. • Work with internal stakeholders and other branches of marketing to integrate social media with all marketing. • Recruit and manage the social media marketing team. • Manage social media campaigns, day-to-day activities and presence on social networking sites. • Create and maintain a social media editorial calendar and posting schedule. • Develop benchmark metrics to measure the results of social media programs. • Analyze and evaluate social media campaigns and strategies. • Report on the effectiveness of campaigns. • Monitor trends in social media and competitors' activities on social media.
<p>Digital Marketing Specialist Benaaf for Real Estate (Real Estate Development and Investment) April 2018 – December 2018</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Produce creative digital marketing strategies and directions for all projects. • Plan, execute, and measure experiments and conversion tests. • Measuring and reporting on the performance of all digital marketing campaigns



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<p>Full Time – Cairo, Egypt</p>	<ul style="list-style-type: none"> • Generate, edit, publish and share social media content. • Maintain the company's social media presence across all digital channels. • Maintain company guidelines to be always implemented. • Define and execute social media strategy. • Evaluating social media activity into performance metrics. • Responsible for Website SEO and Content. • Influence customer behaviour across new media channels and analyze client-initiated conversations. • Monitoring online competitors' presence, researching new blogs and new channels. • Ensure consistency of messages across multiple networks. • Coordinate with the designer, marketing team, and sales team to execute all strategies. <p>Technologies:</p> <ul style="list-style-type: none"> • Uber Suggest – SEO Keywords. • Google Analytics and Search Console. • WordPress (Website Edits). • Facebook, LinkedIn, and Instagram.
<p>Social Media Account Supervisor Mortimer Harvey (Digital Agency) March 2017 – February 2018 Full Time – Cairo, Egypt</p>	<p>Responsibilities:</p> <ul style="list-style-type: none"> • Participates in formulating the social media strategy for different clients in different industries. • Executes the social media strategy by exploiting popular platforms and benchmarking different ways to penetrate these platforms successfully. • Create content for social platforms at form. • provides the Designers with the key messages required to develop artwork to be used across the different social media platforms. • Tracks competitor social media and reports them to the clients on monthly basis. • Tracks customer activity to capture consumer behaviors and capitalize on them accordingly on social media platforms. • Captures and analyzes the appropriate social data/metrics, insights, and best practices to report them to the clients on monthly basis and acts accordingly. • Responds to customers on social media platforms in a manner that is positively reflective of a Human in charge of moderating the social media platforms and within the appropriate time range. <p>Technologies:</p> <ul style="list-style-type: none"> • Uber Suggest – SEO Keywords. • Google Analytics, Search Console, and AdWords • Facebook, Instagram, and Twitter. • Dimelo and Agora for Social Media Management.

*References will be available upon request.

