



Mariette Maher Nessem

Account manager

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Cairo university.

Bachelor of Mass Communication - Department of Radio and Television, Cairo University, May 2012
(Grade: Very Good)

WORK EXPERIENCE:

Brandatomy

Account manager | May.2021 - till now

- Communicating with clients to understand their needs and explain service value.
- Manage content distribution across all platforms including Facebook, Instagram, Google, youtube, Tiktok.
- Stay updated with industry trends and conduct market research and competitor analysis to provide strategic insights and recommendations.
- Building relationships with clients based on trust and respect.
- Collaborating with internal departments to facilitate client need fulfillment.
- Determining clients' needs What they're looking to achieve short-term and long-term, and ensuring the company delivers.
- Contact and build long-term relationships with our clients.
- Forecast and track key account metrics.
- Organize and oversee advertising/communication campaigns.
- Conduct market research and analysis to evaluate trends, brand awareness and competition ventures
- Monitor progress of campaigns using various metrics and submit reports of performance
- Collaborate with managers in preparing budgets and monitoring expenses

Skills:

- Analytical midset.
- Eye for good designs.
- High attention to details.
- Good communication skills.
- Good organizational skills.
- Able to work independently and collaboratively.

- Familiarity with social media platforms.
- Experience in content creation.
- Strong writing skills
- Creative mindset and ability to generate unique content ideas.
- High sense of ownership.
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The Jungle Marketing Agency

Content Internship |

- Develop content strategy based on some already-defined goals, aligned with short-term and long-term marketing targets
- Create and publish engaging content
- Manage content distribution to online channels and social media platforms to increase web traffic
- Develop an editorial calendar
- Stay up-to-date with developments and generate new ideas to draw audience's attention.

CTV Channel for "Fel Nour" program

Producer | Oct 2021 - Dec2021

- Generating and pitching interesting and original story ideas that resonate with CTV News Channel viewers
- Booking interviews with news-makers, experts for breaking news, continuing coverage and features.
- Organize and plan coverage of major news events and breaking news
- Help distribute assignments to other chase producers and review scripts
- Writing scripts and adding production (video, pictures and graphics) to complement each interview
- Work as part of a team

Nooun magazine And Bnfsaj magazine.

Freelancer Writer |

- Generating ideas for future stories and features that would interest the magazine's readers
- Reading and researching features and articles
- Verifying information and interviewing sources
- Writing, editing, proofreading, and subbing text
- Attending relevant events, fairs and conferences
- Creating and maintaining a network of contacts
- Meeting and liaising with other staff including designers, photographers, editors and subs
- Staying up-to-date with privacy, defamation and contempt law
- Complying with industry and ethical guidelines
- Generating ideas for future stories and features.

Tadwein Gender Research Center

Project Coordinator| Oct 2018 - Oct 2019

- Maintaining and monitoring project plans, project schedules, and work hour.
- Organizing, attending and participating in stakeholder meetings.
- Documenting and following up on important actions and decisions from meetings.

- Preparing necessary presentation materials for meetings.
 - Ensuring project deadlines are met.
 - Determining project changes.
 - Providing administrative support as needed.
 - Undertaking project tasks as required.
 - Developing project strategies.
 - Ensuring projects adhere to frameworks and all documentation is maintained appropriately for each project.
 - Assess project risks and issues and provide solutions where applicable.
 - Ensure stakeholder views are managed towards the best solution.
 - Chair and facilitate meetings where appropriate and distribute minutes to all project team members.
 - Create a project management calendar for fulfilling each goal and objective.
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- **Social Media Moderator for the project pages**
 - Manage and oversee social media content
 - Measure the success of every social media campaign

Communicate with industry professionals and influencers via social media To create a strong network

ON TV Channel

Producer | July 2011 to April 2018

- Responsible for receiving script from news team to work on it to make it ready for air time.
- Responsible for providing assistance and support to media staff to ensure successful completion of assigned projects and to meet production.
- Handle the tasks of producing high-quality multimedia programs.
- Assist as well as provide support to media producer in Research and Fact-Checking.
- Manage circle between editor director, anchor and director and handle air time.
- Responsible for the post production on the channel.
- News product in the daily news.
- Member on team "**Mobasher Mn El Asema**" TV program.
- Assistant producer for "**West El Baled**" program.
- Assistant Producer for special coverage such as (**Constitutional Referendum in 2011 - Presidential Election in 2012 - June 30th, 2013 and Disturbance beyond it**)

EDUCATION:

- **Bachelor of Mass Communication** - Department of Radio and Television, Cairo University, *May 2012* (Grade: Very Good)
- **Diploma in Social and Human Science** from Sept 2016 to Jun 2018- "**Counseling Institute of Coptic Church**" Dokki Branch.
- **Studied the Digital Marketing challenger track**, Udacity.
- **Studying Fundamentals of Digital Marketing**, Google Digital skills.
- **Studied Cognitive Behavioral Therapy**, Counseling Institute of Coptic Church – From Mar 2019 to Jun 2019.
- **Counseling Skills Studies** , Counseling Institute of Coptic Church – From Sept 2018 to Jan 2019.

- **How to lead a support Group**, Counseling Institute of Coptic Church –July 2018.

SKILLS:

- Perfect command of Microsoft Office tools (Word, Excel, and Power Point)
- Excellent knowledge of Final Cut Pro, avid media and Capcut