

Aya Osama Abdo

Senior Digital Marketing Expert



Nasr City



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EXPERTISE

Planning and organizing
Social media planning
SEO optimization
Copywriting
CMS management
Social media analysis
Photoshop, Illustrator, InDesign
After effects, Adobe Premiere
Digital Marketing Strategy
Social Media Marketing
Content Creation & Copywriting
Graphic Design (Canva, Adobe)
Campaign Management
SEO & Analytics
Brand Development
Marketing management
Excellent communication
Adaptability
Problem solving

EDUCATION

Master In marketing – American
University In Cairo (AUC)
Social Media Marketing Diploma –
Digital Hub In Cairo.
Content Creation Diploma – Click
Your Future In Cairo
Graphic Design Diploma – Russian
Cultural Center In Cairo
Digital Marketing Certification –
Udemy

PROFILE

Results-driven **Senior Digital Marketing Account Manager** with 4+ years of experience in **digital marketing strategy, social media management, content creation, and graphic design**. Proven track record in executing high-performing campaigns, increasing engagement, and strengthening brand presence across digital platforms. Skilled in **campaign optimization, audience targeting, creative design, and performance analytics** within fast-paced environments.

PROFESSIONAL EXPERIENCE

Senior Digital Marketing Specialist

Al Ashraaf Developments – Cairo, Egypt
2024 – 2025

- Developed and executed **digital marketing strategies** for real estate campaigns across social media platforms.
- Designed high-impact **visual content (social media posts, brochures, branding materials)** to enhance brand identity.
- Managed **content calendars and campaign planning** to improve engagement and lead generation.
- Optimized campaigns using **analytics tools and performance metrics (reach, CTR, engagement)**.
- Collaborated with cross-functional teams to align **marketing strategies with business objectives**.
- Used AI tools (e.g., ChatGPT, Canva AI, automation platforms) for **content creation, copywriting, and visual design**.
- Automated marketing workflows including **email marketing, scheduling, and customer segmentation**.

Senior Digital Marketing Specialist

Adam Grain – Cairo, Egypt
2022 – 2024

- Led **content marketing and digital publishing strategies** for agribusiness platforms.
- Created, edited, and optimized **SEO-friendly content** for mobile apps and social media.
- Conducted **market research and audience analysis** to improve content targeting.
- Managed **editorial planning, content quality, and performance tracking**.
- Translated and localized content for **international audiences and digital platforms**.

PROFESSIONAL EXPERIENCE

Senior Marketing Specialist

SBC – Cairo, Egypt

2022 – 2024

- Led **content marketing and digital publishing strategies** for agribusiness platforms.
- Supported the development of **social media marketing strategies** to increase brand engagement.
- Coordinated with design and research teams to produce **multimedia marketing content**.
- Conducted audience research and monitored **campaign performance metrics**.
- Developed and executed **email marketing campaigns** to drive customer engagement and lead generation.
- Designed and managed **email automation workflows** including welcome series, drip campaigns, and re-engagement campaigns.
- Segmented audiences using **CRM systems** to deliver personalized and targeted email content.
- Created high-converting **email copy and subject lines** to improve open rates and click-through rates (CTR).
- Monitored and analyzed campaign performance using **email marketing tools (Mailchimp, HubSpot, etc.)**.

Senior Digital Marketing Specialist

TSC – Cairo, Egypt

2020 – 2022

- Managed social media accounts and digital communication strategies.
- Developed content marketing plans to increase brand awareness and engagement.
- Created and translated technical and marketing content (Arabic ↔ English).
- Coordinated with teams to deliver consistent brand messaging and content output.
- Conducted **market research and competitor analysis**.
- Developed website and social media content to enhance brand communication.
 - Managed the organization's social media presence and engagement strategy.
 - Translated technical and marketing content between Arabic and English.