

Nafesa Mahmoud Hassan



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EDUCATION

Assiut University, Egypt — *BSc. in Commerce*

2012 – 2016

- Courses studied include: accounting, Management, statistics, marketing, economics, and linear algebra.

Certificates and courses

- Digital marketing Nano-degree at FWD
- Digital marketing Diploma at IMFND
- English course at Spread Your English (SYE)
- Human resources course at change academy
- Stock market simulation course at Assiut university

WORK EXPERIENCE

Fatura B2B App — *Senior Digital Marketing Specialist*

26/12/2021 – present

- Create and manage yearly plan with KPIs and ROIs.
- Create creative Ideas that deliver marketing message and maintain brand awareness, with media buying strategy.
- Help the company achieve its vision through marketing tools.
- Lead Social Media specialist who execute the content and media plans.

Elaraby Group — *Content creator / Digital Marketer*

10/3/2019 – 23/12/2021

- Build and execute content strategy through competitive research, editorial calendar and measure results.
- Create creative Ideas that deliver marketing message.
- Work on different Ad Copies like Toshiba and Elaraby creatives.

oPoint Digital Agency — *Digital Marketing Specialist*

24/7/2018 – 1/3/2019

- Build and execute social media strategy through competitive research, create content, editorial calendar and measure results.
- Create FB Ads with identified KPI & Analyze ROI.
- Identify, analyze and interpret trends and local campaigns management.

Akelni.com — *Social Media Specialist*

15/10/2017 - 10/7/2018

- Moderate SM Accounts & create content for daily posts
- Create FB Ads with identified KPI & Analyze ROI
- Create marketing & business plan

SKILLS

Microsoft Office
After Effects

LANGUAGES

Arabic: native speaker
English: Fluent (written & spoken)
German: fair

LINKEDIN

www.linkedin.com/in/nafesa-mahmoud

Portfolio

nafesamahmoud.contently.com

- Organize offline marketing campaigns like food innovation & book fair '18

Wasayef — Freelance Advertiser

6/3/2017 – 8/2/2018

- Sharing real state adverts on classifieds websites such as waseet.net.
- Create the adverts content with a classy form, share about 100 ads daily for more than 20 projects for real state companies in UAE.

Oxygen Digital Agency — Social Media Specialist

25/1/2017 – 7/7/2017

- Build and execute social media strategy through competitive research, create content, editorial calendar and measure results.
- Create online adverts via FB platform through targeting qualified audience, location & Interests. Test reach, engagement & CPC results.
- Identify, analyze and interpret trends and local campaigns management.

Raqameyyah solution — Content creator

October 2015- March 2016

- Content creator for many accounts including the company's marketing campaign, "set el bait" restaurant, and "life style" clinic.
- Participated in the making of the promotional video for Raqameyyah's internships and courses.

Professional Academy — Social Media Specialist & Administrator

25/9/2016 – 5/11/2016

- Holding the marketing research, marketing campaign, content creation and follow up with social media pages.
- Mailing, filing, dealing with customers, schedule meetings & sorting CVs

STUDENT ACTIVITIES

Enactus Assiut — Project team member

March 2014 – July 2016

Faculty of commerce graduation party — Organizing team member

September 2015- June 2016

Assiut oil refining company — Intern

August 2015- September 2015

Microsoft Students Partner — Cloud computing member

March 2015- July 2015

E-youth Assiut — Participant

January 2015- April 2015

Change Academy — Marketing team leader

September 2014- February 2015