




Karim Mahmoud Hamed

Content Creator & Copywriter Social Media Strategist

 6th of October, Giza, Egypt

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Education

Bachelor degree in pharmacy at
Misr university for science and technology (MUST)
2.64 GPA Grade: good.

Specialities

Content Creation
Copywriting
Social Media Plan & Strategy

Summary

I am a pharmacist and Digital Marketer, I shifted my career to work as a content creator & copywriter, Beside working as a Social Media Marketer; Creating & developing plans, strategies and content for serving marketing objectives

Languages

Arabic
Mother Language

English
Secondary - Professional

French
Tertiary - Beginner

WORK EXPERIENCE

Oranaa Agency

Full-time
August 2021 - Present

Content Creator

- Writing SEO optimized articles.
- Conducting keywords research.
- On-page SEO including: Meta description, meta tags, internal links, etc...
- Analyze content performance using google search console.
- Optimizing new and existing content.

Be Group

Part-time
August 2021 - Present

Content Creator

- Writing search engine optimized copies
- Researching trending topics
- Monitoring progress using analytical tools
- Content Editing & Proofreading
- Creating Content plan and ideas in cooperation with SEO team
- Uploading Content to Wordpress

Full-time
June 2019 - August 2021

White Board 101

Part-time
July 2017 - February 2019

In Past: Dr Engy Courses (American board preparatory courses in healthcare quality, patient safety, infection control and Pharmacotherapy Specialty)

Copywriter

- Writing social media copies and content (Facebook, LinkedIn, Twitter)
- Writing copies for email campaigns
- Managing Email & whatsapp campaigns

Social Media Marketing

2017 - Present

Freelance

- SM Strategist & Content Creator
- Social media listening & monitoring
- Social media Analytics
- Creating content plan & strategy
- Writing content & ad copies

QUALIFICATIONS

Certificate of Achievement in Sales & Marketing
American university in Cairo (AUC)

Professional Digital Marketing Diploma
Integrated Marketing Foundaton (imfnd)

Advanced Digital Marketing Nanodegree program
Egypt FWD Scholarship powered by ITIDA under
Digital Egypt Initiative through Udacity

Online Entrepreneurship, Business,
Sales & Marketing courses
Linkedin Learning, Udemy, Tahrir Academy, Youtube

Training Of Trainers
How to become a trainer Basics

Online Content Marketing Courses
Hubspot. Linkedin Learning

ACTIVITIES & TRAINING

Member since 2012

Egyptian pharmaceutical students' federation

- Awareness events for Public health and profession development committees.
- Participated in Diabetes La Fiesta "Taking Egypt to the Guinness World Records" (EPSF) 2013 at Mall of Arabia.
- Social media marketing coordinator at EPSF - MUST 2014-16
- Social media team leader at EPSF 21st Annual congress

Community pharmacist

Trainee

Badrawy 2013 ,Tarshouby 2014 , Ezaby 2015

SKILLS

Digital Marketing

Content Marketing ●●●●●
Social Media ●●●●●
SEO ●●●●●
SM ads ●●●●●
Marketing Strategy ●●●●●
Copy-Writing ●●●●●

Additional Skills

Photoshop ●●●●●
After Effects ●●●●●
Wordpress ●●●●●
Video Editing ●●●●●
Sales ●●●●●

Soft Skills

Creativity ●●●●●
Presentation ●●●●●
Negotiation ●●●●●
Flexibility ●●●●●
Leadership ●●●●●