

# Sahar hesham

*Social media specialist*

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## SUMMARY

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A creative mind who is passionate about , content creation, marketing , digital content , social media marketing, copy writing . Able to turn ideas into creative content proficient in the art of storytelling. Aware with all social media trends. My passion lies in leveraging creativity and data-driven insights to create impactful content that resonate with target audience , effectively enhancing brand visibility and achieving marketing objectives.

## EDUCATION

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**Education, English literature department**

09/2021 – present

*Tanta university*

## SKILLS

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### Technical skills :

- CONTENT CREATION
- Digital marketing foundations.
- Copy writing: creative and strong writing skills with an emphasis on crafting compelling and persuasive copy for digital platforms .
- Aware with all social media insights, and trends.
- Excellent reaserch skills.
- Proficient user for canva.
- Creative content writing skills .
- Basics knowledge in seo.
- Content plan .
- Social media marketing.

### Soft skills:

- Presentation skills
- Leadership skills
- Communication skills
- Creative , critical thinking
- Problem solving
- Time managment
- Work well in a team environment
- Prioritize tasks and meet deadlines
- Fluency in English

## PROFESSIONAL EXPERIENCE

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**Intern as a Performance marketing specialist**

06/2024 – present

*Kawaser performance*

Cairo, Egypt

(My internship with kawaser added alot to me , learning all digital marketing aspects, how to manage ads ,etc)

**Trainer**

02/2024 – 2024

*Google DSC marketing track*

Tanta, Egypt

( I have Learned all the basics of digital marketing and it's types , diving deep into social media marketing & content marketing techniques )

**Marketing intern at**

2024

*Rebekia & fasila*

I've learned in the internship program with rebekia and fasila the marketing funnels and social media and content marketing. It enhanced my skills in writing content and editing

ORGANIZATIONS

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Enactus tanta

Marketing team Member

(Being with enactus team let me enhance my experience and soft skills and also technical skills in content and copy writing)

11/2023 – 2024  
Tanta, Egypt