

Adel Nasr

Digital Marketing Specialist

A dynamic marketer with over 2 years of experience, specializing in driving business growth and delivering impactful marketing strategies. With a track record of success in developing and executing effective campaigns, Equipped with a record of success in managing clients' accounts through social media platforms, and managing all their marketing activities.

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WORK EXPERIENCE

Digital Marketing Specialist Odelly LTD Advertising Agency

08/2022 - 07/2023

Cairo, Egypt

Achievements/Tasks

- Developed and executed comprehensive digital marketing campaigns to increase brand visibility, engagement, and drive conversions.
- Led the marketing department for the company, prepared, and lectured the training program for the internships.
- Collaborated with the graphic design, Media production teams to create visually appealing and engaging digital assets for various marketing channels.
- Contributed in Script writing, video structure & directing, story boards, and media production.
- Managed to handle all marketing activities for multiple clients worldwide & Gulf countries
- Prepared regular reports and insights to clients on the performance and impact of digital marketing activities.

Contact: Mahmoud Hussien "CEO" - +20 115 882 0588

Digital Marketing Specialist Integrity Corporation Marketing Agency

06/2021 - 08/2022

Cairo, Egypt

Achievements/Tasks

- Created daily content for digital channels, including websites, blogs, and social media for clients, wrote content & Scripts for awareness videos of Major NGOs
- Developed and executed comprehensive digital marketing campaigns to increase brand visibility, engagement, and drive conversions.
- Managed multiple major E-commerce websites "Word press" in the industry of Food & Beverages, setting up tracking tools and navigating through the dashboard.
- Handled the personal branding of well known personas in the medical industry.
- Monitoring all SEO activities including ranking on search engine pages. blogs, articles, keywords, etc...
- Prepared regular reports and insights to clients on the performance and impact of digital marketing activities.

Contact: Ahmed Abu-Samra "CEO" - +20 100 165 4455

AREAS OF EXPERTISE

Digital Marketing Social Media Marketing
E-commerce Marketing Plans
Marketing Strategies Content Creation
Script writing Copywriting
Market Research Media Buying
Advertising Activities Market Research
Data Analysis Presentation & Lecturing
SEO Principles

PERSONAL INFO.

Date of Birth

26/02/2000

Marital Status

Single

Nationality

United States of America / Egyptian

EDUCATION

Bachelor's Degree of Commerce & Business Administration

Helwan University

2017 - 2021

Major in Accounting & Finance

CONFERENCES & COURSES

Media Buying Diploma (E-commerce) (04/2023)

Mind Shift Academy

Digital Marketing Strategy 4.0 Course (10/2022)

Almentor - Dr. Amir Hassan

Comprehensive Content Marketing Course (09/2022)

Almentor - Tamer Salah

SEO Fundamentals Course (03/2022)

Hassan Essam Hassan

WORK EXPERIENCE

Sales Representative Concentrix

01/2021 - 07/2021

Cairo, Egypt

Achievements/Tasks

- Helped customers through the phone making purchases
- Worked with internal departments such as retention and car dealership to meet customer's needs
- Throwing sales pitches for cross-selling & Up-selling for tangible products and services
- Achieving sales targets and conversion rates throughout the month

Contact: Mo'men Amin "Sales Manager" - +20 102 348 8555

EXTRA-CURRICULAR ACTIVITIES

Business Development Member SCCI - CU

01/2021 - 07/2021

Tasks/Achievements

- Providing SCCI with the needed fund, academic and services sponsorships.
- Working on Egypt Career summit'21 competition "Working on a whole event starting from the ideation with its marketing and sales plan and a marketing campaign for Career 180 website.
- Working on sponsorship deals to provide SCCI with the fund, academic, and service sponsors, doing partnerships with event partners
- Providing our partners with different marketing benefits targeted to specific audience which is students
- Representing SCCI in "ECS" event and winning the 2nd place prize.

Marketing Council Secretariat (Instructor) COMET - CU

09/2019 - 08/2020

Tasks/Achievements

- Preparing the sessions and gathering all sessions' materials.
- Conducting interviews for the applicants in the delegates' recruitment.
- Explaining the materials in a simple way to make them excited.
- Setting up a training program for delegates to get the best out of them.
- Getting ready for the conference to act as a simulation for real projects.
- Working with academic sponsors such as "Juhayna Egypt", "Adrenaline Paintball", and "Kazyon Hyper Market"

Marketing Council Delegate COMET - CU

02/2019 - 07/2019

Tasks/Achievements

- Attended sessions where I learned more about Marketing Fundamentals and setting a full marketing plan.
- Worked on multiple projects throughout the year within teams on fictional and actual products to implement the knowledge on a practical scale.
- Attended a conference which was an actual project for the biggest brands in Egypt

ACHIEVEMENTS

2nd place Career 180 Marketing campaign competition (2021)

1st place Cairo university wide at P&G case study competition (2020)

3rd place nationally at L'Oréal Brandstorm'20 Competition (2020)

"Best Delegate" Award in Marketing Council'19 - COMET - CU (2019)

LANGUAGES

Arabic

Native or Bilingual Proficiency

English

Native or Bilingual Proficiency

French

Elementary Proficiency

SOFT SKILLS

Communication

Negotiation

Team work

Presentation

Leadership

Microsoft office

Time Management

Multi-tasking

INTERESTS

Football

Chess

Reading

Neurology

Mobile photography

Solving Riddles