AHMED HASSAN IBRAHIM HASSAN

Social Media & Digital Marketing Specialist

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PROFESSIONAL SUMMARY

Social media and digital marketing specialist with hands-on experience in content planning, copywriting, performance reporting and campaign monitoring. Measures marketing results through CRM systems, manages e-commerce content on Salla, and produces AI-generated video content for brand social media. Also experienced in customer support and technical troubleshooting.

PROFESSIONAL EXPERIENCE

Digital Marketing & Social Media Specialist | Alsanidi March 2025 - Present

- Develop and manage social media plans and content calendars across multiple platforms, in line with campaign direction.
- Create AI-generated videos for brand and product content on social media.
- Work on CRM systems to measure and track marketing KPIs and paid advertising campaign results, supporting data-driven decisions.
- Prepare periodic performance reports covering reach, engagement, audience growth and content effectiveness.
- Analyze campaign and platform results to identify trends, gaps and opportunities for improvement.
- Write social media copy, promotional content, product descriptions and marketing articles for target audiences.
- Manage content on the Salla e-commerce platform and resize and optimize images to store requirements.
- Use MediaBank Cloud to sync, organize and archive social media assets.

Chat Support Agent | Talabat December 2024 - March 2025

- Handled customer inquiries through live chat and resolved order, delivery, cancellation, payment and account issues.
- Documented cases and escalated complex requests while meeting response-time and service-quality standards.

Help Desk | Zacks May 2022 - November 2022

- Provided first-line technical support for hardware, software, account and connectivity issues.
- Diagnosed incidents, logged requests and resolutions, and followed up to confirm closure.

CORE SKILLS

Social Media Management • Content Planning • Copywriting • AI Video Creation • Social Media Reporting • KPI Tracking • CRM Measurement & Tracking • Paid Campaign Monitoring • E-commerce Content (Salla) • MediaBank Cloud • Customer Support

TECHNICAL SKILLS

CRM Systems • Social Media Analytics & Reporting • HTML • CSS • React • Microsoft Office • Ticket Documentation

EDUCATION

B.Sc. in Computer Science | Culture & Science City, 6th of October City 2023

COURSES

Artificial Intelligence Course, Zewail City of Science and Technology • HTML, CSS & React Course • English Language Course, MODLI (2018-2020) • Soft Skills Course

LANGUAGES & ADDITIONAL INFORMATION

Arabic: Native | English: Very Good | Military Service: Completed | Marital Status: Single