AMR MOHAMED DAABEES

SOCIAL MEDIA MARKETING SPECIALIST

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PROFESSIONAL SUMMARY

Social Media Marketing Specialist with 3+ years of professional experience in Social Media Management, Content Strategy, Digital Marketing, and Paid Advertising. Experienced in developing and executing marketing plans, managing brand social media accounts, creating engaging content, conducting audience and competitor research, and monitoring advertising campaign performance across Meta and other digital platforms. Possess practical knowledge and skills in Social Media Advertising, Media Buying, SEO, Performance Marketing, Marketing Analytics, and AI-powered Content Creation. Able to contribute to brand growth through increasing brand awareness, improving audience engagement, generating leads, and optimizing marketing performance through data-driven decisions.

WORK EXPERIENCE

Social Media Marketing & Account Manager | CleanStep (Freelance) | August 2026 – Present

- Lead and develop the Marketing & Content Strategy aligned with business objectives and target market.
- Manage social media accounts end-to-end, including content planning, copywriting, publishing, monitoring, and performance analysis.
- Conduct competitor and audience analysis and develop Content Pillars & Content Calendars.
- Plan, execute, and manage paid advertising campaigns, including budget planning, monitoring, and optimization.
- Lead the marketing team and directly supervise Graphic Design, Media Production, Customer Service, and UI/UX teams.
- Monitor customer service and lead performance, prepare periodic reports, and provide insights to management.

Social Media Manager & AI Content Creator | BRADA Perfume (Self-employed) | November 2025 – Present

- Managed social media platforms, including Facebook, Instagram, and TikTok, overseeing content publishing and brand presence.
- Created 150+ AI-powered social media assets, including visual content and creative marketing materials.
- Supported social media content production and publishing using AI tools to improve workflow efficiency and maintain consistent brand communication.

Administrative Manager & Social Media Manager | Tala Specialized Clinics | October 2024 – December 2025

- Developed and implemented digital marketing strategies aligned with the clinic's business objectives and growth goals.
- Managed social media accounts, including content planning, copywriting, publishing, and community engagement.
- Developed content strategies and content calendars covering multiple medical specialties.
- Planned and executed promotional marketing campaigns to increase brand awareness and promote medical services.
- Created engaging marketing content and visual assets using AI-powered tools.
- Monitored social media performance, analyzed engagement metrics, and identified opportunities for improvement.
- Coordinated with doctors and medical teams to develop accurate, audience-focused marketing content.
- Coordinated administrative operations and managed schedules for 10+ doctors and staff members.

EDUCATION

Bachelor of Management Information Systems | King Marriout Higher Institute | May 2014 – May 2017
Grade: Good

TRAINING PROGRAMS

Digital Pioneers Initiative (Digilians) – Digital Marketing Specialist Track | | May 2026 – September 2026

- Developed practical skills across Digital Marketing, including Content Strategy, Content Creation, Social Media Marketing, SEO, and Paid Advertising.
- Acquired Leadership, English Communication, and Freelancing skills.

LICENSES & CERTIFICATIONS

- Meta Certified Digital Marketing Associate | Meta | November 8, 2026 | Certificate ID: hPHp-4w6R
- AI-Powered Marketing | Almentor | April 2025
- InnovEgypt Entrepreneurship Camp | TIEC | July 2022
- Human Resources | Yes Academy | July 2021
- Web Development | Egypt FWD / Udacity | October 2020

SKILLS

Digital Marketing & Advertising: Digital Marketing, SEO, Social Media Marketing, Content Marketing, Performance Marketing, Marketing Analytics, Lead Generation, Email Marketing, Market Research, Meta Ads Manager, Google Ads, Campaign Optimization, Audience Targeting, KPI Tracking.

Meta Digital Marketing: Meta Technologies (Facebook, Instagram, Messenger, WhatsApp), Meta Business Suite, Business Presence Management, Meta Campaign Objectives, Audience Targeting in Meta Ads Manager, Ad Placements, Budgeting & Scheduling, Ad Formats & Creative Optimization, Meta Pixel & Conversions API Fundamentals, Meta Ads Reporting & Performance Measurement, Mobile-First Creative Best Practices, Privacy & Meta Advertising Policies.

PERSONAL SKILLS

Communication Skills | Teamwork | Problem Solving | Team Leadership

LANGUAGES

Arabic: Native | English: Intermediate / Good Working Intermediate

VOLUNTEERING & EXTRACURRICULAR ACTIVITIES

- Active participant in the Digital Pioneers Initiative (Digilians).
- Continuous self-learning in Digital Marketing, AI-powered content creation, and social media management.
- Participated in online workshops and professional development programs related to marketing and technology.