Doha Nabil Saad Kash

OBJECTIVE

To obtain a position where I will be able to use my skills and knowledge to enable the organization to meet its goals and objectives.

CONTACT

Rehab City, Cairo

+201285051011
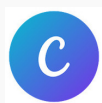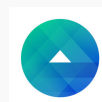
kash92@gmail.com

PERSONAL INFO

Date of Birth: 01/02/1992
Marital Status: Single

LANGUAGES

- Arabic Fluency: Mother Tongue
- English fluency: Fluent
- German Fluency: Basic

TOOLS & PLATFORMS

ICONS ARE CLICKABLE

EDUCATION

- University: German University in Cairo (GUC)
- Faculty: Management Technology
- GPA: 0.79 (A+ student/German Grading System) equivalent to GPA of 4 (American Grading System)
- Degree: Bachelor of General Management Excellent with Highest Honors (Class 2012)
- Majors: Innovation and Technology Management, Finance
- High School: Al Salam Language School, Graduated with 98%
- Currently studies Marketing/ Digital Marketing at the American University in Cairo (AUC)

ACHIEVEMENTS & AWARDS

- The German University's Excellence Award for the year 2010
- Ranked the 1st on the dean's list for the year 2011
- Academic Excellence Scholarship during the four years
- Founder of Whereoo idea that was ranked as one of the best 200 innovative ideas in Egypt by Start with Google Competition
- Volunteer in Resala Organization

DIGITAL MARKETING KNOWLEDGE

- Digital Marketing Diploma from Integrated Marketing Foundation/ imfnd (Oct 2017 - Feb 2018): Social Media Marketing, Facebook & Instagram Advertising, LinkedIn & Twitter Advertising, Content Creation, SEO & Google Analytics, Google AdWords, and Digital Brand Strategy
- Google Analytics (GAIQ) Certified
- Google AdWords Essential Training/ LinkedIn learning
- Facebook Marketing: Advertising/ Lynda.com
- Search Engine Optimization Course/ Cheltenham Group
- Click on this: LinkedIn Profile to see certificates & courses

REFERENCES AVAILABLE UPON REQUEST

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DIGITAL MARKETING WORK EXPERIENCE

Did an internship at Innovety (April 2017-June 2017) where I was managing EgyptInnovate Social Media day-to-day activities including:

- Developing, editing, publishing, and sharing relevant engaging content and reviewing its copyright permissions
- Designing content using Canva and Photoshop
- Scheduling content publishing on a weekly basis
- Engaging with the page fans and respond to their inquiries
- Communicating users' content preferences to the Content Creation Department
- Identifying the relevant key metrics and insights, analyzing them, and generating reports to the management

Joined Spinzomedia as a Social Media Specialist and Account Manager (July 2017-October 2017) where my job responsibilities were:

- Working with clients to develop a Social Media Strategy that reflects the client's brand and executing the strategy through Competitive Research, Market Insights Research, Audience identification, and Platform Determination.
- Generating, editing, publishing, and sharing daily content (original text, images, GIF, etc) that builds meaningful connections and encourages community members to engage and take action.
- Responding to fans' inquires, messages and comments.
- Continuing to refine and improve the Social Media Strategy by analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information
- Clientele industries include: Medical, Retail, Hospitality, Consultation and Entertainment.

Currently works as a Digital Marketing Specialist at Zaagel Xpress since November 2017 where my job responsibilities are:

- Conducting Market Research analyzing the competitors, the market insights, and the trends in the industry
- Analyzing the characteristics of the company's buyers' personas that need to be targeted and determining the best platform to reach the intended audience
- Developing the Social Media Content Strategy that encourages engagement and considers tapping into trends
- Carrying out campaigns on the determined platforms to achieve the company's goals including creating awareness, building the fan base, and generating leads
- Measuring the results achieved from the campaigns and optimizing for the coming campaigns

REFERENCES AVAILABLE UPON REQUEST