





SALMA OMAR

CONTENT CREATOR

CONTACT

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 Hadayek October - Giza - Egypt

SKILLS & TOOLS

- Content creation.
- Writing.
- Market research.
- Business planning.
- Content strategy.
- Editing
- Asana.
- Canva.
- Google workspace.
- Hootsuite.

EDUCATION

Bachelor's Degree
Helwan University

2015 - 2019

Business Information System

Thanwya Aamaa
EL-Farouq Private School

2012 - 2015

Literary Section

LANGUAGES

Arabic : Native
English: Professional

WORK EXPERIENCE

CONTENT CREATOR - FREELANCER

Freelance

2022 - 2024

- Manage individual projects. Create various content types (videos, articles, infographics) with relevant tone and style, adhering to the respective style guides.

CONTENT CREATOR - FULL TIME

Ergasti Digital

Feb. 2022 - Nov. 2022

- Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms.
- Build online campaigns.
- Coordinate with marketing and design teams to illustrate social media posts.

CONTENT CREATOR - FULL TIME

BrandEra

Dec. 2020 - Dec. 2021

- Writing, reviewing, editing, and updating content for company websites, blogs, marketing materials, and similar platforms.
- Build online campaigns.
- Coordinate with marketing and design teams to illustrate social media posts.

CONTENT CREATOR - INTERNSHIP

The Creative Zone

Jan. 2020 - March 2020

- Worked on a social media campaign for Nag7ny App.

SEO SPECIALIST - INTERNSHIP

Raqmyat

Aug 2019 - Dec 2019

- Developing and implementing effective search engine optimization (SEO) strategies.
- Coordinating content, design, social media, pay-per-click (PPC) marketing and other activities.

CONTENT CREATOR - INTERNSHIP

Raqmyat

Jan. 2019 - March 2019

- Worked on a project; AI-LEARNING. My job required researching industry-related topics, preparing well- structured drafts using digital word, processing and publishing platforms.
- Editing written pieces before publication.



[Portfolio](#)