

Fatma Fateen

SENIOR SOCIAL MEDIA SPECIALIST - TEAM LEADER

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PROFILE

Enthusiastic social media team leader eager to contribute to team success through hard work, attention to detail and excellent organizational skills. Motivated to learn, grow and excel in digital marketing and advertising field.

WORK EXPERIENCE

RO CREATIVE STUDIO

SOCIAL MEDIA TEAM LEADER | 2019 - CURRENTLY WORKING HERE

- Collaborate with other departments within the company to leverage and monitor compelling social media content.
- Responsible for planning, composing, and managing day-to-day social media communications.
- Build and execute social media strategy through competitive research, platform determination, bench-marking, messaging, and audience identification.
- Generate, edit, publish and share daily content that builds meaningful connections and encourages community members to take action.
- Set up and optimize clients' pages within each platform to increase the visibility of the company's social content.
- Collaborate with other departments to manage reputation, identify key players and coordinate actions.
- Assign day-to-day tasks for team members.
- Hire and train other in the team and provide constructive feedback.
- Adhere to rules and regulations.
- Present to Senior Management.

SOCIAL MEDIA SPECIALIST | 2018 - 2019

- Write long- and short-form social media messages that attract new users and engage current users.
- Use data to analyze what's working, what's not, and reinforce or refocus key messages accordingly
- Wear many hats while working with multiple teams to develop strategy, work with designers, write copy, manage social communities, and analyze data
- Help convert brand fans into loyal customers with engaging, responsive, responsible, surprising, and captivating social media interactions.
- Moderation and community management.
- Attend meetings with clients to maintain satisfying performance.

WORK EXPERIENCE

DIGITAL CONTENT CREATOR | STEEPX MARKETING | 2018 - 2020 - FREELANCE

- Conducted research, gathered information from multiple sources and presented results.
- Worked closely with account managers to maintain optimum levels of communication to effectively and efficiently complete projects.
- Develop and manage creative social media content and ad campaigns ideas.
- Researching and monitoring the activity of the client's brand and their competitor
- Write high-engagement social media content, campaigns, video scripts, ideas & presentations that are aligned with the strategy led by the Head of Content Unit
- Write online articles that serve the marketing objectives of each client.

JUNIOR DIGITAL CONTENT CREATOR | BLUE MARKETING SOLUTIONS | 2017 - 2018

- Develop original content through social listening and independent sources.
- Conducted extensive research to provide factual statistics for articles, blogs and landing pages.
- Generated multiple daily new blog posts by monitoring industry news and cultivating sources.
- Utilized WordPress to upload content, images and pages.
- Strengthened content through proofreading and editing.
- Added meta descriptions, keywords and image tags to increase clients' SEO presence.
- Produced original, creative content for promotional advertisements and marketing materials whether by creating ideas or writing online articles, blog posts and social media posts.
- Attend meetings with clients with the presence of account managers.

SCRIPT WRITER- TRAINEE | MASPEERO | 2016

- Work on different pieces of scripts that fit in radio and TV broadcast.

EDUCATION

CAIRO UNIVERSITY | 2013-2017

Bachelor of Mass Communication - English Section

LANGUAGES

ARABIC - NATIVE & EXCELLENT IN WRITING

ENGLISH - Excellent (written & spoken)

SOFT SKILLS

**COMMUNICATION - WRITING - TEAMWORK - NEGOTIATION -
SOLVING PROBLEMS - PRESENTATION**

TECHNICAL SKILLS

**SOCIAL MEDIA STRATEGY
ONLINE ARTICLE WRITING
BLOG WRITING
COPY-WRITING
ONLINE VIDEO SCRIPTS
WEBSITE CONTENT CREATION
SEO BACKGROUND
WORDPRESS BACKGROUND**