

# Abdullah Gaber Abdullah Hassan

## Senior Content Creator | Creative Strategies

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**Senior Content Creator & Creative Strategies** with **6+ years** of experience in content creation, campaign development, and visual production for social media and advertising.

Led the creative direction for both teaser and a full product marketing campaign for the **HONOR Magic Series in Dubai.**

Currently manage content production for **Liwa International Festival** during its off & on-season phase. Produced market-specific content for clients in **Saudi Arabia, the UAE, Egypt, and the U.S.**, ensuring cultural relevance and brand consistency across regions.

Skilled in turning original ideas into visuals using AI tools such as **ChatGPT, Gemini, Veo 3, Freepik, and ImageFX.**

## WORK EXPERIENCE

**Sep 2025 - Present | Full Time.**

**Creative Strategies | Tac Universe.**

- Formulate comprehensive content strategies aligned with brand goals, target audience insights, and current market trends.
- Lead the conceptualization of 360-degree marketing campaigns, from ideation to execution and reporting.
- Write, and refine compelling ad copy and scripts for broadcast media, including TV commercials

**Sep 2024 - Present | Full Time.**

**Senior Content Creator | AdMedica.**

- Develop content strategies including audience segmentation, content pillars, and platform-specific plans.
- Create and manage content calendars and campaign concepts tailored to business goals.
- Visualize ideas using AI tools (ChatGPT, Gemini, Veo 3, Freepik, ImageFX, Canva).
- Write scripts for reels, motion videos, podcasts, and TV's show
- Track trends and adapt them creatively to match audience behavior.
- Optimize social media platforms to boost engagement and content performance.

**Develop complete concepts for TV programs and podcasts** — including show idea, name, format, set design, wardrobe styling, and emotional tone.

**Apr 2025 – May 2025 | Contract – Remotely**

**Content Creator | Brandgate (UAE)**

- Built content creation frameworks for digital marketing clients in the Gulf region from scratch.
- Created content strategies and campaigns for clients in real estate, automotive, and nonprofit sectors, including Dubai Charity Association.
- Developed digital and content strategies.
- Supported client growth through targeted content that boosted brand visibility and digital interaction.
- Created short-form video scripts and visuals aligned with regional trends.

**Dec 2023 - Sep 2024 | Full Time.**

**Content Writer | Finding from Egy.**

- Wrote original, audience-focused articles for blogs, websites, and online platforms.
- Created and managed a content calendar to ensure consistent publishing across channels.
- Published and formatted content using WordPress CMS.
- Developed content strategies aligned with brand goals and reader preferences.
- Ensured content quality through in-depth research and audience relevance.

**July 2018 - April 2024 | Part Time.**

**Social Media Specialist | The Egyptian Red Crescent.**

- Planned and executed social media strategies to increase brand awareness and audience engagement.
- Collaborated with the marketing team to create and curate content for multiple platforms.
- Designed impactful visual content and posters for awareness campaigns.
- Monitored trends and performance metrics to optimize social media presence.

## EDUCATION

**Fall 2025.**

**MBA | Arab Academy for Science, Technology.**

- Currently enrolled in the MBA program at the Arab Academy for Science, Technology.
- **Expected Graduation: 2028**

**Spring 2023.**

**Bachelor's Degree | Agriculture Science.**

- Graduated of **Alexandria university** with bachelor's degree in **Agriculture science** English department
- Food science program majoring in Dairy technology.
- With a GPA **2.3722** out of 4 - And overall grade **Good (C+)**

## **VOLUNTEER ACTIVITIES**

**October 2022 – November 2022.**

**Volunteer | COP27- UN Climate Change Conference.**

- Selected among 1,000 volunteers from over 10,000 applicants.
- Served as Action Leader in the Egyptian Pavilion’s Organization Committee.
- Led team coordination and participant support to ensure smooth execution of events and initiatives.

**2018 – Present.**

**Volunteer | International Federation of Red Cross and Red Crescent “IFRC.org”.**

- Participated in field aid and humanitarian relief operations.
- Provided technical and IT support during community and health initiatives.
- Ensured confidentiality and ethical conduct in working with patients, victims, and vulnerable groups.

**2018 – Present.**

**Health Promoter | Community Based Health and First Aid (CBHFA) Team for “IFRC.org”**

- Delivered health education on chronic diseases (e.g., diabetes, hypertension) in collaboration with the European Union.

Supported COVID-19 response efforts through awareness campaigns with USAID on prevention, symptoms, and treatment.

## **COURSES:**

- Digital Marketing – Iromi Elite
- First Aid – Egyptian Red Crescent (ERC)
- Economic Security – International Federation of Red Cross and Red Crescent (IFRC)
- Health Awareness & Promotion – IFRC

## **SKILLS:**

- Microsoft office (Excel – Word – Power point).
- SEO Optimization
- Basic Graphic Design and Video editing skills
- Content Creation & Strategy
- AI & Creative Tools
- Digital Marketing Tools
- Leadership - Teamwork - Flexibility
- Time Management & Multitasking
- Project Management & Team Collaboration
- Creative Problem Solving
- Strong Project Management and Organizational abilities

## **LANGUAGES:**

- **Arabic** – Native
- **English** – C1 (Advanced)
- **Italian** – B1 (Intermediate)