

RAWAN ELSEDFY

Experienced and versatile Content Creator with a proven track record of developing compelling, high-performing content across various digital platforms. Skilled in ideation, content strategy, copywriting, and multimedia production. Adept at leveraging data-driven insights to create content that engages and converts audiences. Passionate about staying up-to-date with the latest trends and best practices in content marketing. I published my first book in 2018 and I have an audio book over social media among my pages also am a stage performer,2 new books were published in 2021.

PERSONAL

- Name**
Rawan Elsedfy
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- Phone number**
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- Email**
elsedfy97@gmail.com
- Place of birth**
Egypt
- Gender**
Female
- Nationality**
Egyptian
- LinkedIn**
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INTERESTS

- Reading
- Writing
- Squash
- Editing
- Colouring
- Design

LANGUAGES

- Arabic ★★★★★
- English ★★★★★
- German ★★★



EDUCATION AND QUALIFICATIONS

- Sep 2016 - Sep 2020 **Bachelor of Communication and Mass Media**
The British University In Egypt, Egypt
- Sep 2016 - Sep 2020 **Bachelor of Communication and Mass Media**
London South Bank University, london
- Apr 2022 - Jul 2022 **Diploma**
London
Media phycology
- Sep 2023 - May 2024 **Masters Degree (In progress)**
Cairo University, Egypt



WORK EXPERIENCE

- Sep 2024 - Present **Senior Content Creator/Content Manager**
MeidaHolic, Egypt/Dubai
 - Content Strategy and Planning**
 - Create content plans aligned with client goals, audience needs, and industry trends, often specific to regions like the GCC.
 - : Oversee the editorial calendar, ensuring timely content delivery across various channels (social media, blogs, email, etc.).
 - Understand the target audience through data analysis, personas, and behavior studies to craft personalized content that resonates.
 - Content Creation and Production**
 - Write, edit, and proofread content that is informative, engaging, and in line with the brand voice. This includes blog posts, social media posts, articles, and possibly visual elements.
 - Brainstorm and conceptualize unique ideas that capture attention, considering cultural nuances in the GCC.
 - Work with designers, photographers, and videographers to produce visually appealing content. This might include creating briefs, guiding visual directions, or coordinating on media assets for social media.
 - Content Optimization and SEO**
 - Ensure that all content follows best SEO practices, such as keyword integration and on-page SEO, to enhance searchability and reach.
 - Use tools like Google Analytics, social media insights, and other tracking tools to analyze content performance and refine strategies based on data.
 - Based on data insights, adjust content strategies to improve engagement and reach, including tweaking keywords, captions, or formats.
 - Project Management and Coordination**
 - Coordinate with designers, marketers, SEO specialists, and other team members to ensure cohesive content delivery.
 - Liaise with clients to understand their objectives, gather feedback, and make adjustments to meet client expectations.
 - Oversee and manage project timelines, ensuring content is produced,

reviewed, and published on schedule.

Feb 2024 - Present

Content Creator

QuMark, Cairo, Egypt

Research industry-related topics

- ☑ Writing content, copy and scheduling content across all digital media channels
- ☑ Writing scripts for Reels and TikTok videos that are engaging, on-brand, and optimized for the platform's algorithms.
- ☑ Conducting research to learn more about current trends and then contextualizing your findings.
- ☑ Identify customers' needs and recommend new topics.
- ☑ Manage the content of the company's website and all company's social media accounts on Facebook, Instagram, Twitter, etc., in English and Arabic.
- ☑ Turn great ideas into real, sellable creative work.
- ☑ Thinking creatively to produce new ideas and concepts.
- ☑ Using innovation to create a full storyboard and script for required jobs
- ☑ Correcting any errors in grammar, spelling, punctuation, context, and meaning.
- ☑ Proofreading and review to produce accurate and high-quality work.

Nov 2023 - Jan 2024

Content Producer

A2Z, Lebanon

Developed and executed content strategies that aligned with the company's overall marketing objectives and target audience

- Produced a wide range of high-quality content, including blog posts, social media updates, email newsletters, and landing pages
- Optimized content for search engine visibility and user engagement, resulting in increased organic traffic and lead generation
- Collaborated with the marketing team to create cohesive, on-brand content that supported various campaigns and initiatives
- Analyzed content performance metrics and used data-driven insights to continuously improve content effectiveness
- Stayed up-to-date with industry trends and best practices, and implemented innovative content solutions to drive results

Oct 2022 - Oct 2023

Content Creator

Dot It, Cairo, Egypt

Wrote and edited engaging, SEO-optimized content for the company's website, blog, and social media channels

- Designed visually appealing graphics, videos, and other multimedia assets to complement the written content
- Monitored content performance and recommendations to optimize content for better engagement and conversion
- Collaborated with cross-functional teams, including marketing to ensure consistent brand messaging and alignment

Oct 2021 - Jul 2022

Content creator

Saafir Technology, Court yard, Zyed

Website content creating while managing call to action on social media.

Feb 2021 - Apr 2021

Assistant Director

Maspero Television Building, Cairo, Egypt

- 1- Script preparing
- 2- Shooting

Oct 2020 - Dec 2020

videographer and editor (Project)

World-fish Organization, Al Sharkiya, Egypt

- 1- Trim Trimming footage segments and put together
- 2- Input logos, dialogues, graphics, and effects

- 3- Create rough and final cuts
- 4- Ensure Logical sequencing and smooth running
- 5- Record and shooting videos
- 6- Pot-production and editing



SKILLS

Writing Content	★ ★ ★ ★ ★
Script writing	★ ★ ★ ★ ★
problem solver	★ ★ ★ ★ ★
Team Lead	★ ★ ★ ★ ★
Creative design	★ ★ ★ ★ ★
Service-focused	★ ★ ★ ★ ★
Presentations Skills	★ ★ ★ ★ ★
Innovative	★ ★ ★ ★ ★
Strategist	★ ★ ★ ★ ★



COURSES

○ Sep 2020 - Oct 2020 **Radio Host**
Radio Course (90's FM)



PUBLICATIONS

I did Publish 4 Books And working on the new once.

أسماء الكتب الخاصة بي:

اختر أنت

رحلة مغامر

وتريات

لحظات فارق

(عجربة كحيله) جاري كتابته