

# Abdelrahman 'Abi' Nabih



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## CONTACT



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Video portfolio link 

[abi.journoportfolio.com](https://abi.journoportfolio.com)

Behance portfolio link 

[behance.net/abinabih](https://behance.net/abinabih)

## EDUCATION

### Nile University

**Bachelor** of Business Administration in  
Integrated Marketing Communications  
( 2020-2024 )

### Dar El-Tarbiah International school

Highschool - **IGCSE** Graduate  
( 2017-2020 )

## SUMMARY

A highly skilled professional in digital media, marketing, and content creation, with expertise in leading projects related to influencer marketing, localization, and PR. My experience includes hands-on work with SEO, SEM, and PPC, as well as managing social media content and delivering post-production media for major clients like Netflix. I am proficient in video editing, graphic design, and copywriting, with a strong foundation in both creative execution and technical media workflows.

## WORK EXPERIENCE

### Freelance

#### Content creator

Since 2020

- Video and audio production.
- Scriptwriting and storytelling.
- SEO copywriting and digital marketing.
- Graphic design and video editing software.
- Diagnosed and resolved technical challenges.
- Creating promotional materials (thumbnails, banners, etc.)

● **Pixelogic**  
**Digital Media Engineer**

Apr 2025 - Aug 2025

- Conducted technical quality checks on audio and video to meet client specifications.
- Utilized various post-production tools to execute and troubleshoot digital media workflows.
- Performed digital media processing, preparation, and delivery for major streaming platforms, like Netflix.
- Gained experience with various audio/video codecs and formats (e.g., 2.0, 5.1, 7.1).

● **QYUBIC**  
**Social Media Marketing Specialist**

Jan 2025 - Apr 2025

- Developed engaging posts tailored to specific target audiences.
- Ensured consistent brand voice and visual identity across all platforms.
- Managed all aspects of social media content creation and daily uploads.
- Tracked and analyzed social media performance using various analytics tools.
- Collaborated with design and marketing teams on campaign planning and execution.

● **Message Heard**  
**Video Editor & Generative AI lead**

Project-based

- Directed the creation of compelling visual narratives from audio episodes.
- Edited videos using Adobe Premiere Pro, meticulously conforming visuals to the original audio.
- Utilized advanced tools to develop unique visual content, enhancing storytelling and viewer engagement.
- Specialized in syncing visual elements with audio episodes to create cohesive and immersive final products.

● **One Furever**  
**Account Manager**

Dec 2024 - Feb 2025

- Handling feedback and resolving app issues quickly.
- Ensuring timely delivery of new features and updates.
- Identifying ways to boost user retention and engagement.
- Aligning app features with user needs and company goals.
- Managing app-related accounts and ensuring user satisfaction.
- Staying updated on trends in pets and tech to enhance the app.
- Building and maintaining relationships with app users and partners.
- Collaborating with teams to improve app features and user experience.

● **TDS Mena**  
**Marketing operations specialist**

May 2024 - Dec 2024

- Optimizing workflows to enhance marketing efficiency.
- Managing and updating CRM and marketing platforms.
- Liaising with vendors and agencies for timely deliverables.
- Monitoring and managing the marketing budget effectively.
- Scheduling and distributing content across digital platforms.
- Tracking campaign performance and preparing analytical reports.
- Conducting market research to identify trends and opportunities.

● **Cookievore**  
**Marketing internship + Part-time Content creator**

Sept 2023 - Feb 2024

- Video editing and video post-production.
- Hands-on experience in film production.
- Video production and digital marketing training.
- Conceptualize content ideas and creating content.
- Scheduling content calendar and organizing shoots.
- Brainstorming marketing strategies to launch new products.

## **Undergraduate projects at Nile University**

- Graduation project: A case study about the benefits of localisation.
- Spearheaded a corporate social responsibility PR campaign targeting local communities.
- Conducted a research case study on the effects of influencer marketing and brand awareness.
- Formed a project on how to successfully market and globalise a local brand internationally.
- Managed research on the marketing strategy of the entertainment industry in Egypt.
- Digital marketing experience with SEM, SEO, and PPC. Utilising Google ads for accurate results.
- Virtual exchange programme with Georgia State University. Conducting research on the macro-environment of Cameroon.

## **SKILLS**

- Market research.
- Data visualization.
- Video editing and content creation.
- Proficiency in video editing software (e.g., Adobe Premiere Pro, Wondershare Filmora, Capcut).
- Expertise in color grading and color correction.
- Creative mindset with the ability to produce engaging reels and short videos.
- Ability to work independently and be on time.
- Proven cross-cultural communication with virtual exchanges.
- Software proficiency with Microsoft 365 and Google workspace.