

# Salma Hegab

## Digital Content Marketing Manager

An Online Marketing professional with 8 years of experience working in Content Marketing, Social Media Marketing, Community Management and PR for multinational, regional companies and agencies in various industries across MEA.



✉ itssalmahegab@gmail.com

☎ +971 585192668

📍 Dubai

🌐 [linkedin.com/in/salmahegab](https://www.linkedin.com/in/salmahegab)

🐦 @salmawrotethis

## SOFT SKILLS

Teamwork

Problem Solving

Flexibility

Integrity

Interpersonal Skills

Positive Attitude

Responsibility

Continuous Learning

Self-management

Written & Verbal Communication

Creative Thinking

Professionalism

## WORK EXPERIENCE

### Digital Content Marketing Manager

Majid Al Futtaim – Retail

01/2018 – Present

Dubai, UAE

#### Achievements/Tasks

- Lead the Native Mobile App Project in content validation and content fixes (English & Arabic) for UAE, KSA, Qatar..etc. [🔗](#)
- Guide creative designers to build +30 successful social media banners for online promotions (Egypt).
- Develop 3 content strategies and content experiences including the creation of targeted and differentiated buyer-centric narratives, content journeys in the Omnichannel department (Egypt, UAE & Lebanon).
- Revise and validate content for several projects (mobile apps, corporate websites, copywriting for Carrefour Now).

Contact: Tony Saghbiny – [tsaghbiny@mafcarrefour.com](mailto:tsaghbiny@mafcarrefour.com)

### Digital Content Marketing Manager

IBM

06/2016 – 01/2018

Cairo, Egypt

#### Achievements/Tasks

- Applied buyer behavior knowledge to orchestrate and manage the delivery of +10 exceptional client engagement experiences based on the objective at that point in the buyer's journey.
- Led the development of the content strategy for Power and Storage campaigns and content experiences including the creation of targeted and differentiated buyer-centric narratives, content journeys (including calls-to-action), and the corresponding deliverable plans that bring those narratives to life.
- Content Distribution: Worked with social media, internal communications, digital etc. to ensure campaigns are promoted and shared across all appropriate channels.
- Worked with cross-functional “diamond” team to gather audience and competitive insights, prior content and campaign performance data and insights, as well as best practice information to inform content and campaigns.
- Monitored content performance and ensured that all content meets SEO guidelines, has keyword focus, cross-links, and clear calls to action.
- Collaborated with Digital and Campaign Strategists to ensure concept, A/B, and multivariate testing occurs and is aligned with the role/goal of the content strategy.

Contact: Yasmine Abou Hussein – [Yasmine.abou.hussein@eg.ibm.com](mailto:Yasmine.abou.hussein@eg.ibm.com)

## WORK EXPERIENCE

### Social Integration Manager

ODIENCE FZ LLC

06/2015 – 05/2016

Cairo, Egypt

Head of the Social Media department for the new subsidiary of Qanawat FZ LLC. Responsible for content strategy, regional social media campaigns & marketing.

#### Achievements/Tasks

- Developed the overall strategy for +30 social media accounts and mobilized all resources towards its execution & monetization.
- Identified, hired and coached the Social Integration team in Cairo, Morocco & Dubai offices and led them to successfully meet the strategic objectives.
- Successfully launched 10 Facebook Ads and Instagram campaigns with over 8,000\$. Results: +10M Reach.
- Developed and managed the execution of stronger B2C digital marketing strategies to support our clients' acquisition and conversion; monetizing the social media assets and generating sponsorship revenues.

Contact: Khaled Gamal – [kgamal@qanawat.me](mailto:kgamal@qanawat.me)

### PR and Online Media Manager

Awakening Ltd.

08/2014 – 06/2015

Cairo, Egypt

#### Achievements/Tasks

- Managed and created content & engagement strategies for different campaigns and activities online to over 9 Facebook Pages, 7 twitter accounts, 4 Instagram accounts, and 2 Tumblr accounts.
- Enhanced the growth of Awakening's social media channels leading to 31M Facebook fans, 4.8M Twitter followers, and +300K of both Instagram followers and Soundcloud listeners.
- Fully executed the Social Media Strategy Plan for a top Egyptian Artists' album (video marketing, media communications, social media engagement, #EsmaaniAna Campaign).
- Collaborated with the team in creating and executing the "#WeAreHome music video crowdfunding project" for a rising American Artist succeeding in collecting \$26,117 (119%) within 1 month.
- Communicated with UNHCR for the execution of "One Day" campaign for Syrian Refugees featuring a Superstar Swedish Lebanese Islamic Artist whom I managed his social networks (24M Facebook likes, 1.1M Twitter Followers & 165K Instagram followers).
- Managed the PR work for Awakening, through curating media contacts, initiating communication and executing the PR album releases for 4 albums targeting Egypt, GCC, Turkey & Asia.
- Devised the initial strategy for "One Big Family" development project under direct supervision from the CEO.

Contact: Bara Kheriji – [Bara@awakening.org](mailto:Bara@awakening.org)

## TECHNICAL SKILLS

#### SOCIAL MEDIA

Facebook, Facebook Mentions, Twitter, Instagram, Snapchat, YouTube, Apple Connect, Tumblr, Pinterest and more.

#### SOCIAL MEDIA MANAGEMENT

Hootsuite, Sprout Social, Tweetdeck.

#### CONTENT MANAGEMENT

Email Marketing, Content Writing, Copywriting (Arabic & English), Content Syndication, Translation & Validation, WordPress, Tumblr, Hybris.

#### ONLINE ADVERTISING

Facebook Ads, Instagram Ads, AdWords.

#### ANALYTICS

Google Analytics, Twitter Analytics, Facebook & Instagram Insights, Wordpress Insights.

#### DIGITAL MUSIC

Apple Music, Soundcloud, Deezer and Spotify.

## EDUCATION

### Bachelor of Arts, Mass Communication; Multimedia Journalism

The American University in Cairo [↗](#)

09/2009 – 12/2013

Cairo, Egypt

#### Courses

- Minor: Arab & Islamic Civilization.

## HONOR AWARDS

### Manager's Choice Award (05/2017 – 06/2017)

IBM

- Nominated twice for the Manager's Choice Award by managers Elaine Murphy and Yasmine Abou Hussein for demonstrating the Practice: Unite to get it done now to launch SAP HANA on POWER Arabic Campaign & enhance the social media presence of IBM Systems.

### AMENDS Scholar (04/2013 – Present)

Stanford University

- Gave a 10-minute talk in the Activism and the Art of Change section on "Tweetshare3" initiative.
- Attended training in the D-school of design.

### Leadership for Education And Development Scholarship (09/2009 – 02/2014)

The American University in Cairo, USAID

- Received full coverage of all applicable charges for enrollment, and attended various soft skills & leadership training.

## LANGUAGES

Arabic 

English 

French 

## VOLUNTEER EXPERIENCE

### Founder

Humans of Cairo

11/2012 – 12/2014

Cairo, Egypt

Established a photography project inspired by "Humans of New York" to construct a photographic census of Cairo.

#### Tasks/Achievements

- Published 191 photographs of people from Cairo, 28 portraits from other governorates, and 19 photographs in Stanford, US. [↗](#)

### Cofounder

TEDxAUC

10/2011 – 11/2012

Cairo, Egypt

#### Tasks/Achievements

- Generated new ideas for the online marketing campaigns and communicated with potential speakers for the events.

### Marketing & Communication Member

TEDxCairo

10/2010 – 09/2011

Cairo, Egypt

#### Tasks/Achievements

- Coordinated for the social media marketing campaigns of the TEDxCairo event in 2011.