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SUMMARY

Results-driven leader with a proven track record of offering social media team management, producing quality outcomes through leadership and motivation. Aligning with higher-level management to determine requirements, making detailed plan and estimates generating consistent values and digital existence.

SKILLS

- Leadership– Worked with the team through motivation, techniques enhancements and skill development
- Marketing Communication- Planning of marketing messages and directions across different media channels to the execution of campaigns through stakeholders and suppliers.
- Digital marketing channels planning – Planned digital marketing channels for 40+ businesses.
- Third-party marketing analysis & researching tools– Analysis of business social media channels and competitors.
- Social media marketing management – Managed creative, content writers and social media teams in audience, buyer personas, setting objectives, content strategies and content plans.
- Analysis and Optimization- Analyzing results and optimize/change marketing techniques for better results with alignment to business and media objectives

EXPERIENCE

Tie Shop- Mokattam, Cairo • Social Media & Marketing Communications Manager (12/2021) - Present

- Developed digital marketing content strategy and plan.
- Contracted with marketplaces such as Jumia, Amazon and Noon.
- Built team of media production and content to develop quality.
- Enhanced brand reputation through dealing with relevant influencers.
- Increased loyal client base by enhancing marketing messages and promotions.
- Used social media such as Facebook, Instagram to increase website traffic and conversions.
- Gathered, defined and translated requirements into product stories and actionable tasks.
- Identified business requirements and devised implementation strategies to solve business problems.
- Collaborated cross-functionally with business analysts, developers and testers to explain new process transformations.
- Made actionable recommendations based on analysis and trends.

Arktech- Nasr City, Cairo • Content & Social Media Manager (04/2018) - (11/2021)

- Produced compelling, high-quality content for online marketing platforms, including Facebook and Instagram, on daily basis.
- Building brand identities and online presence through the creation and dissemination of social media content.
- Creation of marketing communication plans, techniques and strategies to different brands and industries across different channels.
- Developing content strategies, managing a content team towards achieving brands' goals including visual directions.
- Account management and directly contacting clients for briefs, objectives and enhancements.
- Managed client marketing strategies and product promotion campaigns.
- Started as Content Creator from 04/2018 to 10/2020 creating content strategies and plans to the execution and following designers to communication and branding directions and amends.

EDUCATION

Cairo University- Giza • Bachelor of Arts, Faculty of Arts, English Language Department Graduation Year (2015)

ADDITIONAL EXPERIENCES

- Content Manager at **Capi Business Solutions Advertising Agency** (Part-time (6/2020) to (10/2021)).
- Tour operator at **Tropitel Valley Tours** (Full-time (11/2016) to (3/2018)).
- English Instructor at **Harlem English Center** (Full-time (9/2015) to (9/2016)).