

SUMMARY

Results-driven Digital Marketing Specialist with experience in digital marketing, content creation, Meta advertising, web development, and marketing automation. Skilled in creating and optimizing campaigns that increase brand awareness, generate qualified leads, and support business growth. Strong background in sales and business development with expertise in client communication, negotiation, and closing deals. Adept at combining marketing and technology to deliver data-driven results.

EXPERIENCE

Media Buyer & Content Creator | Cosmetica (Freelance)

5/2026 - 08/2026

- Created engaging marketing content and promotional videos for cosmetics and beauty brands.
- Planned, launched, and optimized Meta advertising campaigns targeting the Libyan market to improve campaign performance and reach.

Digital Marketing & Business Development Lead | Metarxis L.L.C

02/2026 - 08/2026

- Managed digital marketing initiatives, including content creation, social media management, and basic SEO activities.
- Collaborated with the team to deliver client projects, including website development, social media management, and content production.
- Supported business development by identifying new opportunities, communicating with clients, participating in negotiations, and contributing to successful deal closures.

Business Development & Digital Marketing Specialist | Elite Biznes & Motajer L.L.C

04/2025 - 04/2026

- Managed B2B & B2C business development by generating leads, building client relationships, negotiating, and closing deals.
- Created marketing content, produced promotional videos, and supported social media campaigns to strengthen the company's digital presence.
- Developed and delivered client websites, collaborating with the team to provide end-to-end digital solutions.
- Integrated business systems with Meta platforms using Meta Developer tools to support marketing and advertising operations.
- Contributed to the company achieving Meta Business Partner status through effective client account management and operational support.

IT Specialist & System Administrator | El Mahrousa Hotel – Navy Forces

03/2025 - 03/2026

- Managed IT systems, user accounts, security settings, and ensured smooth operation of the hotel's internal infrastructure.
- Provided technical support and troubleshooting for hardware, software, and network issues across all hotel departments.

Business Development Specialist | Alexa Hoste for Software L.L.C

06/2023 - 01/2025

- Sold digital products including websites, mobile apps, CRM systems, and digital marketing packages to clients.
- Promoted to Business Development Specialist, where I developed and executed marketing and sales strategies, managed operational processes, and successfully closed deals contributing to significant revenue growth.

EDUCATION

Bachelor of Computer Science and Artificial Intelligence | Benha University

2021 - 2024

SKILLS

- Digital Marketing
- Media Buying (Meta)
- Content Creation
- Social Media Management
- Web Development
- Graphic Design
- Marketing Automation (n8n)
- Video Editing
- Business Development

LANGUAGES

- Arabic - Native
- English - Professional Working Proficiency