

EBRAHIM SABRY YASSIN

Social Media Specialist

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PROFESSIONAL SUMMARY

Creative and results-driven Social Media Specialist with 4+ years of experience in digital marketing, brand awareness, and campaign management across multi-platform social media strategies. Proven track record in lead generation, content strategy, and multi-brand account management — delivering measurable ROI including a 2,000x ROAS campaign and 7M+ total content views. Currently managing 30+ brand accounts simultaneously at Zikola Marketing Agency with consistent KPI achievement. Experienced in both the Egyptian and Saudi Arabian markets.

CORE SKILLS

Social Media Marketing: Multi-Platform Strategy (Facebook, Instagram, TikTok) · Content Calendar Planning · Community Management · Brand Voice Development · Social Media Crisis Management

Content Strategy & UGC: Short-Form Video (Reels, TikTok, Stories) · UGC Strategy & Production · Content Creation · On-Camera Talent · Visual Design (Graphics & Thumbnails)

Paid Media & Advertising: Meta Ads (Facebook & Instagram) · TikTok Ads · Audience Targeting & Segmentation · A/B Testing · Campaign Budget Management · Lead Generation

Analytics & Reporting: Meta Business Suite · KPI Tracking (Engagement, Reach, ROI, ROAS) · Competitor Analysis · Monthly Performance Reports · Brand Awareness Measurement

Multi-Brand Management: Simultaneous management of 30+ client accounts · Workflow optimization · Cross-sector brand strategy · Saudi market expertise

PROFESSIONAL EXPERIENCE

Social Media Specialist | Zikola Marketing Agency — Saudi Market 2026 – Present

Multi-Brand Management · Saudi Market Strategy · Content Creation · Copywriting · Campaign Management · KPI Tracking

- Managing social media strategy and content for 30+ brand accounts simultaneously across diverse sectors including e-commerce, retail, fashion, F&B, and lifestyle — targeting the Saudi Arabian market.
- Developing tailored content strategies and brand voices for each client, ensuring consistent quality and on-brand messaging across all accounts without compromising performance.
- Achieving and exceeding KPIs across all managed accounts through data-driven content decisions, hook-based copywriting, and organic-first paid amplification strategy.

- Building scalable workflows and content systems that enable high-volume account management while maintaining creative quality and measurable results for each brand.
- Conducting competitor analysis and market research for Saudi-based brands to identify content gaps and capitalize on emerging trends in the Gulf market.

Social Media Specialist | [Easy City — Egypt & Saudi Arabia](#)

2026

Social Media Marketing · Campaign Management · Content Strategy · Paid Media · E-Commerce Marketing

- Managed social media strategy and content for an e-commerce and delivery platform operating across Egypt and Saudi Arabia.
- Developed and executed brand awareness campaigns driving measurable growth in online traffic and in-store footfall.
- Signed 40+ new merchant partners in a single month through targeted B2B content campaigns.
- Analyzed monthly performance reports covering reach, engagement, and conversion metrics to continuously optimize content strategy.

Social Media Specialist | [Perfect — Electronics & Surveillance Systems](#) 2025 – 2026

Social Media Marketing · B2B Content Strategy · Copywriting · Brand Awareness · Campaign Management

- Managed social media presence for an authorized distributor of global electronics and surveillance system brands with branches across Egypt and international markets.
- Created B2B and B2C content strategies translating complex technical products into clear, engaging copy.
- Grew brand presence from zero to 20,000+ followers and 4M+ video views within 2 months using organic-first strategy.
- Collaborated with the sales team to align campaigns with product launches and seasonal promotions.

Social Media Specialist | [Nutrition Doctors & Specialists — Egypt](#)

2022 – Present

Healthcare Social Media · Content Strategy · Copywriting · Community Management · Education Marketing

- Managed social media accounts for nutrition doctors and specialists, building credible and engaging health-focused content.
- Wrote educational copywriting translating clinical nutrition concepts into accessible content for general audiences.
- Grew community engagement through consistent content calendars, Q&A formats, and myth-busting posts.
- Applied personal clinical nutrition knowledge to ensure medical accuracy across all published content.

Social Media Specialist & Content Creator | [Wasla Brand — E-Commerce](#) 2023 – 2025

Social Media Marketing · Copywriting · E-Commerce Content · UGC Production · Organic Growth

- Built the full social media presence for a personal e-commerce brand from the ground up with zero ad spend.
- Generated 500,000+ organic clicks on product listings and 250,000+ website visitors through content strategy alone.
- Created product-focused content and promotional copywriting that drove direct online sales.

Notable Results Across Experience

- **Zikola:** Successfully managing 30+ brand accounts simultaneously while achieving KPIs across all accounts — zero client churn.
- **Record-Breaking Campaign:** Single UGC video ad generated EGP 1,000,000+ in sales from EGP 500 ad spend (2,000x ROAS) with 100K+ views and 1,400+ comments.
- **Increased Facebook engagement rate from 2.1% to 9% through strategic content mix and copywriting optimization.**
- **Delivered 40–60% average follower growth within 3 months across managed accounts.**

EDUCATION

Bachelor's Degree in Clinical Nutrition *(In Progress)*

Faculty of Agriculture, Mansoura University | Expected Graduation: 2027

TOOLS & PLATFORMS

Social Media & Ads: Meta Business Suite · Meta Ads Manager · TikTok Ads Manager · TikTok Creator Studio

Content & Design: Canva · CapCut

Productivity: Notion · Microsoft Office

CERTIFICATIONS

Meta Social Media Marketing Certificate — Meta — Coursera | 2024

Digital Marketing Fundamentals — Google Digital Garage | 2023

TikTok Marketing Academy — TikTok for Business | 2023

PROFESSIONAL STRENGTHS

Throughout 4+ years of managing multiple client accounts simultaneously, the following strengths have consistently driven results:

- **Creative Thinking:** Consistently developed original content angles and hooks that outperformed industry benchmarks in engagement and reach.
- **Data-Driven Decision Making:** Used platform analytics to identify top-performing content and reallocate budgets toward highest-ROI campaigns.
- **Multi-Brand Management:** Proven ability to manage 30+ brand accounts simultaneously with full KPI achievement and zero compromise on quality.
- **Adaptability:** Quickly adjusted content strategies in response to algorithm changes across Meta and TikTok, maintaining consistent growth for managed accounts.
- **Self-Management:** Independently managed full content pipelines — from strategy and copywriting to publishing and reporting — across multiple clients with no supervision.

LANGUAGES

Arabic: Native

English: B2 – Upper Intermediate