

EBRAHIM SABRY YASSIN

Social Media Specialist

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ABOUT ME

Creative and results-driven Social Media Specialist with **4+ years of experience** in digital marketing, brand awareness, and campaign management. Proven track record in paid media, lead generation, and content strategy delivering measurable ROI including a **2,000x ROAS campaign** and **7M+ total content views**. Currently managing **30+ brand accounts** at **Zikola Marketing Agency** targeting the Saudi Arabian market.

RESULTS AT A GLANCE

2,000x	7M+	30+	2,000+
Best ROAS	Total Views	Brands at Zikola	New Clients / 3 Mo
40+	40-60%	9%	500K+
Partners / 1 Month	Follower Growth	Facebook Engagement	Organic Clicks

CASE STUDIES

Case Study 01

Zikola Marketing Agency

Multi-Brand Management | Saudi Arabian Market | 2026 - Present

The Challenge: Managing 30+ brand accounts simultaneously across e-commerce, retail, fashion, F&B;, and lifestyle targeting the Saudi market while maintaining high-quality content and achieving KPIs for every client.

What I Did:

- Built scalable content systems enabling high-volume account management without compromising quality.
- Developed tailored content strategies and brand voices for each client individually.
- Applied organic-first paid amplification: test content organically, boost only top performers.

- Conducted competitor analysis for Saudi-based brands to identify content gaps and opportunities.
- Achieved and exceeded KPIs across all accounts through data-driven decisions and hook-based copywriting.

Results:

Active Brand Accounts	30+ managed simultaneously
KPI Achievement	100% across all accounts
Market	Saudi Arabian Market
Client Retention	Zero churn

Case Study 02

Wasla Brand

E-Commerce | Personal Brand | 2023-2025

The Challenge: A brand-new e-commerce store with zero online presence, zero ad budget, and no existing audience.

What I Did:

- Built the full social media presence from scratch — strategy, content calendar, copywriting, publishing.
- Created organic content focused on product storytelling and community-building.
- Optimized captions, hooks, and posting times based on weekly performance data.
- Built a social selling funnel converting followers into buyers directly through social platforms.

Results:

Organic Link Clicks	500,000+
Website Visits	250,000+
Ad Spend	0 EGP

Case Study 03

NPW Nutrition Clinic

Healthcare | Nutrition | 3-Month Campaign

The Challenge: A new nutrition clinic with no digital presence looking to build brand awareness and convert followers into paying clients.

What I Did:

- Developed a content strategy built on myth-busting nutrition content — high-value and hook-driven.
- Wrote scripts and produced UGC-style videos targeting audience frustrations.
- One hero video went viral, generating 2M+ views on its own and pulling massive traffic.
- Built a conversion system that turned new followers into clinic subscribers.

Results:

Instagram Views (3 months)	2,500,000
Single Video Views	2,000,000
New Clients Acquired	2,000+

Case Study 04

Perfect Electronics

Electronics & Surveillance Systems | B2B & B2C | 2 Months

The Challenge: A well-established offline distributor with strong market presence but zero social media footprint. Needed to build digital credibility fast.

What I Did:

- Built a content strategy from zero translating complex technical products into engaging video content.
- Applied organic-first, paid-amplification: test organically then boost only top performers.
- Produced UGC-style videos that generated 3M+ organic views before any ad spend.
- Ran targeted paid campaigns with small budget on top organic content maximizing ROI.

Results:

Total Video Views	4,000,000+ in 2 months
Organic Views	3,000,000
Paid Views (low budget)	1,000,000
New Followers	20,000+

Case Study 05

Easy City

E-Commerce & POS Systems | Egypt & Saudi Arabia

The Challenge: Rapidly expand the merchant network in Saudi Arabia and establish brand credibility in a competitive market.

What I Did:

- Developed content and copywriting tailored to Saudi market behavior and business culture.
- Created B2B-focused campaigns positioning Easy City as the go-to platform for businesses.
- Produced high-converting content communicating the platform value proposition to merchant partners.
- Managed content publishing, community engagement, and performance tracking throughout.

Results:

New Brand Partners	40+ signed in 1 month
Campaign Duration	1 Month
Markets	Egypt & Saudi Arabia

WHAT I OFFER

Copywriting & Scripting - Hook-based captions, sales copy, ad copy, Reel & TikTok scripts, CTA optimization in Arabic and English.

Social Media Management - Full account management from strategy and content calendar to publishing, community management, and monthly reporting.

Paid Media (Meta & TikTok) - Campaign setup, audience targeting, A/B testing, and budget optimization for maximum ROI.

UGC & On-Camera Content - Write, perform, and produce UGC-style video ads combining copywriting with on-camera delivery.

Multi-Brand Management - Proven system for managing 30+ brand accounts simultaneously with consistent KPI achievement across all clients.

CERTIFICATIONS

Meta Social Media Marketing Certificate - Meta / Coursera | 2024

Digital Marketing Fundamentals - Google Digital Garage | 2023

TikTok Marketing Academy - TikTok for Business | 2023

LET'S WORK TOGETHER

Available for full-time roles, part-time, freelancing, remote collaborations, and project-based work across Egypt and the Gulf market.

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