Sama Gamal Mohamed

samagamal101@gmail.com 01062288991 6th of October linkedin Portfolio

EDUCATION

Faculty of Commerce, English Section, Cairo University, 09/2020 – 06/2024
Grade: Very good with honors

SUMMARY

Results-driven Digital Marketing & Growth Specialist experienced in multi-channel campaigns across GCC and Egypt, with strong skills in strategy, segmentation, and performance analysis. Generated 25K+ leads and delivered measurable growth through data-driven decisions and cross-functional collaboration.

PROFESSIONAL EXPERIENCE

Influencer Marketing Executive, noon (E-commerce) 10/2025 – Present

- Developed and executed influencer marketing strategies across GCC markets (UAE, KSA), combining data insights with creative content approaches
- Managed full campaign lifecycle from planning to reporting, ensuring alignment with objectives and timelines
- Coordinated with influencers daily, maintaining strong relationships and smooth execution
- Led influencer selection, briefing, and content alignment based on campaign goals and audience fit
- Delivered campaigns and events with integrated influencer activations
- Analyzed campaign performance using KPIs, identifying insights to optimize results
- Applied creative storytelling to enhance engagement and conversion outcomes
- Managed influencer communication, expectations, and deliverables through strong negotiation skills
- Resolved operational challenges efficiently, maintaining trust and campaign continuity

Digital Marketing Specialist, Faiera 05/2025 – 09/2025

- Built the marketing function from scratch, establishing content and performance strategies
- Developed campaigns targeting students and parents based on audience insights
- Generated 25K+ leads through multi-channel execution
- Achieved 1.2M views, 671K reach, and 23K link clicks
- Produced 17+ reels aligned with performance trends and user behavior
- Managed 140K EGP budget with focus on ROI and efficiency
- Conducted market research and audience analysis to improve targeting and conversion

Marketing intern (Specialist Role), Global Brands Group (GBG) 10/2024 – 04/2025

- Conducted market research and competitor analysis to support positioning and planning
- Developed 10+ scripts and storyboards for tech-focused content
- Produced 9+ videos end-to-end, including interviews and campaign ads
- Built and managed a content calendar aligned with business priorities
- Created content concepts that improved storytelling and audience engagement
- Recognized for creativity and quality of execution

Trainee – Marketing & Sales Program, Schneider Electric 07/2023 – 08/2023

- Completed training in marketing and sales fundamentals
- Presented a market entry strategy for the EV sector

SKILLS

Marketing & Research:
Social media strategy, market & competitor analysis, campaign planning, audience research, performance tracking

Content Creation:
Scriptwriting, storytelling, short-form video production, video editing, and content ideation

Tools:
Meta Business Suite, TikTok Business, YouTube Studio, CapCut, Canva, Microsoft Office, Google Workspace, Looker Studio, Notion, AI tools (content & productivity)