



# Zeyad Abdelrahman

Communication Specialist

Paris, France

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## Links

[LinkedIn](#)

## Languages

English (Native)

Arabic (Native)

French (Work Proficiency)

## About

I am an experienced social media manager seeking an opportunity in the European market, where I can put my creativity and knowledge into work.

### BRANDS WORKED WITH

- 65db
- Carte Blanche Communications
- Carte Blanch E Com M U N Icatations
- Om D Om N Icom M Edia di Rection
- OMD Worldwide
- Scoop Empire
- Scoop Em Pi Re

## Experience

### Assistant Social Media Manager

65db | Oct 2021 - Now

### Social Media Manager (Internship)

65db | Oct 2021 - Apr 2022

Creating monthly content calendars Developing and delivering a strategy to increase the number of audience and engagement. Copywriting LinkedIn posts Social media governance: identifying and reporting fake accounts for clients Creating and coordinating monthly competitions and influencer campaigns



### Socail Media Manager

OMD Worldwide | Jan 2020 - Sep 2020

### Social Media Specialist

Om D Om N Icom M Edia di Rection | Jan 2019 - Jan 2020

Managing Social media pages for clients (McDonald's Egypt) Developing tailored strategies based on the nature of the target audience Creating user-generated content Managing/coordinating online monthly competitions Daily monitoring for mentions across all social media platforms (social listening) Monthly detailed reporting, including statistics and performance tracking through KPI

### Account Executive

Carte Blanche Communications | Oct 2018 -

### Communication Specialist

Carte Blanch E Com M U N Icatations | Jan 2018 - Jan 2019

Event management and coordination (setting up the venue and arranging the event dynamics) Covering events on social media platforms for a higher social visibility Contacting influencers for collaborations either on events or for influencer campaigns Creating a database of influencers and high-profile invitees for private events



### Head of social media

Scoop Empire | Dec 2016 -

### Social Media Manager

Scoop Em Pi Re | Jan 2016 - Jan 2018

Publishing articles on all platforms (Facebook, Instagram, Twitter, Website) Events coverage on social media to give clients visibility Trendjacking Developing brand awareness and online reputation Creating monthly competitions Generating and tweaking memes