Salsabil Mohamed Fathy

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EDUCATION

Bachelor of Mass Communication *Sep. 2021 – Jun. 2025*
El Shorouk Academy — Faculty of Mass Communication
Major: Radio and TV

OBJECTIVE

Mass Communication graduate specializing in Radio and Television, with hands-on experience in digital marketing, content strategy, and visual storytelling. Skilled in developing social media strategies, producing engaging visual content, managing multi-platform campaigns, and covering events and brand collaborations. Experienced in analyzing performance metrics, extracting actionable insights, and making datainformed decisions to optimize content strategies, improve audience engagement, and support brand growth. Combines creative thinking with analytical skills to align content production with marketing objectives and audience behavior.

EXPERIENCE

Social Media & Community Specialist *October. 2025 – Present*

- Develop social media strategies and monthly content calendars aligned with brand objectives and audience insights.
- Create campaign concepts, content ideas, social media designs, carousels, and short-form videos to strengthen brand identity and engagement.
- Analyze performance metrics and audience insights to evaluate content effectiveness and recommend data-driven improvements.
- Manage online communities, respond to student inquiries, and support issue resolution through WhatsApp communities and on-campus interactions.
- Support event coverage and audience engagement at career fairs and other brand events.
- Contribute to website UI/UX improvements and coordinate content-related tasks within the internship fellowship program.

Digital Marketing Intern | USAM *Aug 2025 – Sep 2025*

- I worked on social media management, content creation, and supporting marketing campaigns to improve engagement and brand visibility.

Content Writing Intern | Saken Real Estate Agency *Jun 2024 – Sep 2024*

- Created engaging content for websites and social media platforms.
- Wrote property descriptions and promotional articles.
- Scheduled and managed social media posts and campaigns.

COURSES & TRAINING

Digital Marketing Course | ESLSCA University *Sep 2026 – Oct 2026*

- Learned digital marketing principles, social media marketing strategies, and digital marketing planning.
- Gained knowledge of Google Ads and paid advertising fundamentals.
- Studied web analytics and performance measurement using Key Performance Indicators (KPIs).

UI/UX Design Course | Xperience *3-Month Course*

- Gained practical knowledge of UI/UX principles, user research, wireframing, and basic prototyping.
- Practiced designing user interfaces and improving user experience through hands-on exercises.

STUDENT ACTIVITIES

UI/UX Committee Member| Tree Student Activity *Mar 2025 – Oct 2025*

- Participated in UI/UX activities and workshops
- Contributed to basic design tasks and team collaboration
- Gained practical exposure to UI/UX concepts and tools.

OPR Team Leader | Student Activity Department *2024*

- Led OPR team activities and coordinated operational work within the department.

Media Coverage | UNESCO Club *2023*

- Worked on covering events and documenting activities.

Graphic Designer | Enjad Student Activity *2023*

- Designed simple visual materials and supported creative tasks.

OPR, ROD Member | ADD Student Activity *2023*

- Participated in organizing and operational activities within the student activity.

Member of Media Department | Alfa Activity *2023*

- Contributed to media tasks including content support and coordination.

SKILLS & LANGUAGES

Technical Skills
- *Social Media Management & Analytics*
- *Content Strategy & Creation*
- *Copywriting & Scriptwriting*
- *Performance Reporting*
- *Visual Design (Canva)*
- *Video Editing (CapCut, Premiere)*
- *UI/UX Design*
- *Wireframing*
- *Microsoft Office*

Soft Skills
- *Creative and Analytical Thinking*
- *Communication*
- *Problem-Solving*
- *Time Management*
- *Teamwork*
- *Adaptability*
- *Attention to Detail*

Languages

Arabic : Native
English: Intermediate (B1+)