

RAMY ABDELHAMED

CONTACT

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SKILLS

- Leadership: Effectively guided and motivated tour groups.
- Organization: Managed tour itineraries and logistics.
- Safety Management: Ensured guest safety throughout tours.
- Social Media Marketing: Google Analytics, Meta (Facebook Ads, Instagram Ads)
- Content Creation: Content calendar development, copywriting, image editing, video editing
- Community Management: Social media engagement, brand reputation management, community building
- Analytics & Reporting: Data analysis, reporting on social media campaign performance, social media listening
- Project Management: Social media strategy development, content scheduling, campaign optimization
- Software Proficiency: Microsoft Office Suite (Word, Excel, PowerPoint), Canva, Wordpress design
- Other Skills: Strong organizational skills, attention to detail, accurate data entry, excellent communication and interpersonal skills (English), ability to work independently and collaboratively, time management, prioritization

EDUCATION

- Bachelor of Law (January 2007), Alexandria University
- Social Media Marketing Course (Google Certified Course) (January 2024)

LANGUAGES

- English 
- Italian 
- french 

PROFESSIONAL SUMMARY

Highly motivated and results-oriented marketing professional with 5 years of social media marketing experience and a strong foundation in sales and customer service. Fluent in English and actively expanding skillset by learning French. Eager to leverage my communication and social media expertise to contribute to the growth of a dynamic organization.

WORK EXPERIENCE

Sales Representative - Blue Sky Travel

2011-2014

- Sales Representative (August 2011 - October 2015) - Blue Sky Travel
- Consistently exceeded monthly sales targets, achieving a 115% quota average.
- Provided exceptional customer service, resulting in a high client retention rate.
- Built strong relationships with clients, understanding their travel interests and budget to curate personalized itineraries.
- Negotiated competitive travel packages and effectively closed sales.

Tour leader - Raja Travel

2014-2017

- Sales Representative (August 2011 - October 2015) - Blue Sky Travel
- Consistently exceeded monthly sales targets, achieving a 115% quota average.
- Provided exceptional customer service, resulting in a high client retention rate.
- Built strong relationships with clients, understanding their travel interests and budget to curate personalized itineraries.
- Negotiated competitive travel packages and effectively closed sales.

Social Media Marketer - @ We Are Digital

2020-2022

- Developed and implemented data-driven social media strategies (using Google Analytics and Meta) to increase brand awareness and engagement for clients across various industries (e.g., supermarket, pharmacy, widening planner, natural cosmetics, tours agency).
- Increased ALL IN MARKET (Supermarket) social media following by 20% within 6 months through targeted content campaigns and community management initiatives.
- Grew Oriental Treasures (Natural Cosmetics) website traffic by 15% through engaging social media content that drove click-throughs.
- Collaborated with internal teams (marketing, content creation, design) to ensure a cohesive brand voice and visual identity across all social media platforms.
- Conducted competitor analysis to identify industry trends and inform social media strategy development.
- Analyzed social media performance metrics using tools like Google Analytics and Meta to measure campaign effectiveness and optimize future strategies.
- Created high-quality content calendars to maintain a consistent flow of engaging social media posts across various platforms.
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