

# Tarek Saif

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## Objective

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A passionate content creator with experience in crafting compelling ad copy, scriptwriting, and creative content strategies. Eager to collaborate with a dynamic team to develop impactful campaigns while enhancing my skills and gaining deeper insights into the field of content creation and marketing.

## Education

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Faculty of Commerce – Cairo University

Department of Financial Accounting

2021 | Expected Graduation: 2025

## Experience

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Content Creator Intern – Socrates

Remote (December 2024)

Researched and shortlisted influencers and organizations for potential collaborations.

Created user-centric content tailored to enhance brand visibility across social media platforms.

Designed effective content strategies to onboard and engage users while meeting platform objectives.

Developed and presented engaging Web3-related promotional content.

Student Ambassador – Socrates

Remote (October 2024 – November 2024)

Represented Socrates in student communities to drive awareness of its features.

Scripted promotional materials for Web3 initiatives and new user onboarding campaigns.

Content Creator Intern – Orglam

August 2024 – September 2024 (2 months)

Collaborated with the marketing team to develop creative ad copy and scripts for TikTok and Instagram Reels, leading to a 40% increase in sales.

Crafted and executed advertising campaigns, improving social media reach by 30%.

Produced high-quality video scripts and content, boosting engagement by 25%.

Optimized content strategies to generate over 10,000 new interactions across platforms.

## Extracurricular Activities

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Volunteer – World Urban Forum 12 (WUF12)

UN-Habitat Egypt, Cairo (November 2024)

Assisted the Media Hub team in coordinating over 365 meetings with global leaders.

Contributed to organizing an international forum attended by 25,000 participants.

MINT Ambassadors Program Participant

EGBANK and I Career

Completed a four-day program focused on Financial Independence, Personal Branding, Career Readiness, and Entrepreneurship.

Delegate – XPROJECT

Collaborated on developing an award-winning entrepreneurial project that outperformed 10 competing teams.

Member – Marketing Team, LPT

Developed and executed marketing strategies for audience engagement and brand growth.

## **Courses**

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3-in-1 Marketing Diploma

Digital Marketing, Marketing Strategy, Competitor Analysis

Instructor: Ehab Musallam, Udemy – 109 hours (2024)

## **Skills**

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Creative and Content Skills

Ad Copywriting and Scriptwriting

Creative Concept Development

Digital Content Creation and Optimization

Campaign Design and Execution

Social Media Strategy and Management

Technical and Analytical Skills

Competitive Analysis and Content Marketing

Audience Engagement and Growth Strategies

Microsoft Office Suite