AMIRA YAHIA HAGAG

Senior Marketing Strategist | Digital Marketing Specialist

Cairo, Egypt

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Portfolio : https://amirahagag.com/

Professional Summary

Marketing Strategist with experience in digital marketing, brand growth, and performance-driven marketing initiatives. Proven ability to develop strategic marketing plans, analyze market trends, and optimize digital presence to improve brand visibility and audience engagement. Experienced in collaborating with cross-functional teams, monitoring campaign performance, and implementing marketing strategies that support business growth**.**

Core Skills

- Marketing Strategy
- Digital Marketing
- Social Media Strategy
- Content Strategy
- Market Research
- Competitor Analysis
- Campaign Performance Analysis
- Client Communication
- Business Development
- Strategic Planning
- Team Coordination

Marketing & Analytics Tools

- Meta Business Suite
- Google Analytics
- Canva
- CapCut
- InShot
- Notion
- Trello
- ChatGPT
- CRM Systems
- Online Management Systems

Professional Experience

Senior Social Media Strategist – GrooHub

April 2026 – Aug 2026

- Built tailored social media strategies that helped clients grow their brands and achieve their business goals.
- Worked closely with clients to understand their objectives and turn them into actionable marketing plans.
- Guided the design team by providing creative direction and ensuring every piece of content reflected the brand's identity.
- Supervised the video editing team to maintain high-quality content and a consistent visual style.
- Planned and oversaw studio shoots, ensuring smooth execution from preparation to final production.
- Coordinated with the Media Buying team to align organic content with paid campaign objectives.
- Improved internal workflows and collaborated with cross-functional teams to keep projects on track and deliver results on time.
- Managed projects end-to-end, from strategy and content planning to execution, performance review, and client communicaion.

Growth & Marketing Manager – Ahmed El Shaer Legal Group

Oct 2025 – Feb 2026

- Designed and implemented an internal workflow system defining roles and responsibilities across the legal team to improve operational efficiency.
- Developed and executed a digital marketing strategy to establish a strong and professional presence on social media platforms.
- Increased client acquisition by 80% within one month through targeted Google advertising campaigns.
- Designed and introduced an online operational system enabling the team to manage workflows digitally, with the potential for client access through a mobile application.
- Built and positioned the firm's lawyers as professional personal brands across social media platforms to enhance visibility and credibility.
- Improved client communication processes and organized internal coordination between legal, marketing, and operational teams.

Marketing Strategist & Social Media Manager – Bowmen Marketing

May 2025 – Aug 2025

- Developed and implemented social media marketing strategies aligned with brand objectives.
- Planned and executed content strategies to increase audience engagement and brand visibility.
- Conducted competitor analysis and market research to support marketing decisions.
- Collaborated with designers and video editors to produce digital marketing content.
- Coordinated with the media buying team and monitored advertising campaign performance.
- Reviewed analytics and recommended improvements to optimize marketing activities.

Senior Social Media Marketing Specialist – Web SoLLa Agency

Oct 2023 – Apr 2025

- Developed social media strategies aligned with brand positioning and marketing objectives.
- Conducted market research and competitor analysis to support marketing planning.
- Managed content calendars and coordinated creative content production.
- Collaborated with designers and video editors to create campaign content.
- Analyzed content performance and prepared insights to improve marketing outcomes.
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Life Coach Nissma Kamal – Personal Brand (Freelance)

Nov 2022 – May 2024

- Led strategic content planning and execution to support brand growth across social media platforms.
- Managed and organized offline workshops, including themes, logistics, and event structure.
- Oversaw video production during events to capture engaging content for social media.
- Coordinated with graphic designers and moderators to ensure consistent brand messaging and content quality

Social Media Marketing Specialist – 4Sleep Mattresses

Dec 2021 – Nov 2022

- Planned social media content strategies to promote brand awareness.
- Managed social media publishing schedules and audience engagement.
- Created promotional and educational marketing content.
- Monitored audience feedback and engagement metrics to improve performance.

Moderator – Massive ET Agency (Freelance)

Aug 2021 – Oct 2021

- Managed social media community interactions and customer responses.
- Responded to audience inquiries and maintained positive brand communication.
- Reported engagement insights and recurring feedback to the marketing team.

OLA Energy Company (Freelance)

Marketing Strategy Consultant (Project-Based) Aug 2021 – Oct 2021

- Supported the development of digital marketing strategies for the energy sector.
- Assisted in aligning brand objectives with marketing strategies.
- Gained practical experience in digital marketing and marketing planning.

Certifications

Content Writing Diploma – Translation Birds (2024)

Short-form Video Producer (Instagram & TikTok) – Yanfa (2024)

SEO Course – Yanfa (2024)

Facebook & Instagram Ads – Adham Hossam (2023)

Content Creation – IMFND Abdelrahman Selim (2021)

Social Media Analytics & Strategy – IMFND Abdelrahman Selim (2021)

Social Media Marketing Diploma – Udacity (2021)

Education

Bachelor of Arts in Sociology – Ain Shams University

Languages

Arabic – Native
English