



## WHY ME?

I'm the doer and the thinker in my job. I believe that Digital marketing relies on digits and timing, so my approach to marketing utilizes my expertise in social media strategy, alongside SEO, copywriting, creative thinking and scriptwriting.



## CONTACTS

+2 01144200465

reem.awad9797@gmail.com

linkedin.com/in/reem-dissoky

6th of October, Giza, Egypt

<https://reemawad9797.wixsite.com/portfolio>

## ABOUT ME

I am a passionate digital marketer with 6 + years of experience and a proven track record in SEO and content creation across diverse industries including events, real estate, eCommerce, and marketing agencies. My effective strategies have helped businesses rank on Google and establish a powerful online presence.

## LANGUAGE

Professional English & Arabic.

## EDUCATION

Bachelor's Degree in Accounting [2014 - 2018]  
Faculty of Commerce - English section  
Alexandria University

## DIPLOMAS & COURSES



Search Engine Optimization "SEO" - AUC  
Market Research - AUC  
Certified from American University of Cairo



Digital Marketing, and SEM - PEARSON University  
Certified from Integrated Marketing Foundation



Branding Strategy for Social Media - Dot Lung  
How to create a goal-driven strategy for social media for brands goals & sales conversion



Graphics Design Diploma - RUSSIAN CULTURE CENTER  
The Leading Certified Center from Adobe in Egypt (RCC)  
Adobe Photoshop - Adobe Illustrator - Adobe Indesign



English (Conversation Levels) - IBI  
International British Institute, Alexandria

## PROFICIENCY

- Conceptual Branding and Creative Thinking
- Email marketing campaigns
- Prioritization and problem-solving skills
- Content marketing execution
- Research & analysis
- SEO strategy implementation
- Supervision and accuracy
- Adobe/Microsoft proficiency
- Social media management

## INTERESTS

- Writing
- Reading
- History
- Movies & TV Shows
- Self - Learning
- Volunteering



## EMPLOYMENT HISTORY

Feb 2024  
Current



Ether Tech

### Ether Tehnology - Digital Marketing Manager

Offering Software solutions in human resources, data security, and government apps since 2005 , KSA/ EG

- Leading the digital marketing and creative team of graphic designers, art directors, video editors, and community managers to execute integrated campaigns while providing guidance, and strategies for each account.
- Provide clear and insightful briefs to design team, besides reviewing and approving each design piece.
- Developing creative communication content for diverse marketing campaigns across social media, radio, blogs, promotional videos, and websites.
- Conducting technical SEO audits, addressing on-page, off-page, UI, and UX issues to improve search engine rankings.

July 2023  
Jan 2024



### Locus Automation - Digital Marketing Executive

A Leading Home Automation Company | Riyadh, KSA (Remote)

- Created and ran engaging ad copies on Snapchat and Instagram.
- Developed and executed digital marketing plans with measurable KPIs.
- Provided voiceovers for promotional videos in Saudi Arabian accents.
- Scripted promotional videos and wrote content calendars for consistent brand messaging.
- Directed the design team and reviewed creative content for brochures, flyers, and emails.

Jan 2023  
July 2023



### Trillsites - Search Engine Optimization Copywriter (limited-time Contract)

Web Design and Digital Marketing Agency | Orlando, USA (Remote)

- Wrote optimized blog content across various industries.
- Conducted SEO audits and implemented changes to boost rankings.
- Created pitch presentations and content calendars for social media.
- Developed Google Ads copy and collaborated on visually appealing social media posts.

Jan 2022  
Nov 2022



### ADVA Developments - Digital Marketing Executive

A Luxury Real Estate Developer | Beverly Hills, Egypt

- Managed in-house and external creative teams for social media content, media buying, and event coverage.
- Created content for corporate identity and new compounds' brochures;
- Developed and executed digital marketing strategies across all channels.
- Led SEO activities, including content creation and link-building.

March 2019  
Oct 2021



### BiznEX Holding - Senior Copywriter & Strategist

A premier consulting firm specializing in branding, event marketing, and advisory services | Nile City Towers, Egypt.

- Crafted content for brochures, websites, social media, press releases, and email campaigns.
- Designed and executed email marketing campaigns and newsletters to boost engagement.
- Implemented SEO strategies to enhance website ranking and traffic.
- Collaborated with designers on creative direction for all content pieces.

Sep 2018  
March 2019



### RAYA Contact Center - Account Advisor

Customer Experience Management Services - Maadi, EG

- Account: Etisalat Emirates, Retention team - International Department.
- Assisted an average of 150 customers daily with transactions and revenue-generating recommendations.
- Convinced customers to opt for better packages and services.

use the words

#### VOLUNTEER WORK

**KHAIR TEAM**  
Pharos University  
charity exhibitions

#### FREELANCE WORK

**ARROWS AGENCY - EG**  
Creative communication & Content strategies  
**ELIVER - UAE**  
Branding/ Communications Strategy

**MAWRED HR - KSA**  
Copywriting  
**NAGI ARCHITECTS - EG**  
Content Creation

**EYEWAY EYEGLASSES - UAE**  
eCommerce SEO  
**ALFAGALA ECOMMERCE - EG**  
Digital Marketing Consultant



REEM  
DISSOKY  
DIGITAL MARKETER



*Glimpse of the  
work i have done!*



#### BIZNEX EXPO

As a senior creative copywriter on the digital marketing team for the BiznEX Expo event, I was responsible for developing and executing effective marketing strategies. With BiznEX's experienced leadership and under the patronage of Egypt's Prime Ministry and the Ministry of Investment and International Cooperation, the event served as a vital annual business hub.

MAMSHA  
AHL MISR  
A NEW PERSPECTIVE

ADVIDA  
THE GOOD LIFE REAL ESTATE

Your  
package,  
our safe  
hands.



#### Mamsha Ahl Misr - EG Egypt's First Modern Walkway

I developed and executed a successful digital marketing strategy to increase brand awareness and establish a strong online presence. This included managing and optimizing social media channels creating engaging content, executing targeted advertising campaigns, and collaborating with the graphic design team to create visually appealing marketing materials.

#### ADVIDA - EG Real-estate project

Crafted creative and persuasive brochure content highlighting the unique features and amenities of Advida Compound, including its prime location, luxurious design, and state-of-the-art facilities. Utilized persuasive language and compelling visuals to capture the attention of potential customers and encourage them to attend the opening event.

#### Eliver - UAE Courier service

I developed the branding strategy for Eliver, focusing on creating a positive emotional connection with end-customers. The essence of the brand was built on the idea of happiness associated with receiving a package.

eliver eliver eliver eliver  
The usual word. Where is the dot? We Delivered it. to a happy customer.