



WORK EXPERIENCES

SelfEmployed&Media Specialist.

Amr Essam Ezzat Moustafa Bassiouny-
DDA.GofreelanceLicense.

Lead Moderator and Community Manager.

Department of Culture and Tourism Abu Dhabi & Al Sayegh Media and boopin.

02/2019 - 09/2023

Achievements/Tasks

- Created the social media community management strategies.
- Created & Implemented Community Management Intrapreneurship frameworks that improve the community positioning plan efficiency.
- Shared the progress of the CM onsite processes with the other departments, Department of Culture and Tourism Abu Dhabi Destination Marketing Management & Higher Management.
- Proposed creative content & innovative digital proposals by using techniques such as DCT crowdsourcing and gamification with the most cutting edge digital marketing tools for the clients.
- Compiled the team members' sentiment reports and shared them with the other departments when new information is provided by users about the campaign's performance & overall sentiment in markets like (U.S., Britain, Germany, France, India, America and the Middle East)
- Developed high quality team communication methods in multicultural environments.
- Nominated by the Department of Culture and Tourism Abu Dhabi Marketing Director to DCT's Excellence Awards.
- Increased employees' performance by training the staff members.
- Featured in Campaign Middle East Magazine
- Supervised the team meetings with the Acting Social Media Manager and DCT's Management & Acting Marketing Director which was the X Head of Growth at Twitter.

SKILLS

- Social Media Optimization
- Social Network Analysis
- Digital Sprints Analysis
- Social Mobility Analysis
- Docker&Kubernetes Analysis
- Project & Product Management
- Integrated MultiChannel Marketing
- Product Lifecycle Analysis
- Search Engine Marketing
- Social & Community Strategic Positioning Planning
- New Media Governance Frameworks Analysis
- Defendable Business Modeling
- Social Listening & Social Intelligence
- Intersectional Research and Marketing MVPs Ideation and Implementation
- Branding & Identity
- Risk Management
- Business Planning
- Event Management
- Agile Frameworks Development
- Feasibility Study Analysis and Financial Fraud Analysis
- Media Liquidation and Disinformation Analysis

AWARDS

Startup Weekend Dubai Award

Techstars and Infiniti

LANGUAGES

- English
- Arabic

DRIVING LICENSE

UAE Driving License

Available

EDUCATION

Bachelor of Business Administration
Damascus University

Economics, Business Administration

WORK EXPERIENCES

Corporate Communications Specialist at UNB Bank.

Outsourced and seconded by Dicetek L.L.C.

06/2018 - 02/2019

Achievements/Tasks

- Attended and organized the ceremonies and gala dinners that required the attendance of bank CEO, SVPs, and VP.
- Supported the entire delivery of campaigns in terms of reviewing campaign briefs, drafting UNB external communications, and arranging with the concerned business unit for approvals.
- Managed all aspects of the events from preplanning, determining resource needs, pre event marketing, and on-site coordination, checklist, to post event follow up.
- Presented the Corporate Social Intrapreneurship strategy to the banks' management and worked on the implementation plan.

Account Manager and Intrapreneur Digital & Social Media & PR.

Add Chapter.

Achievements/Tasks

- Created more than 600 creative briefs, supervised more than 200 video production projects and managed the digital growth campaigns & pitches.
- Managed the strategic content planning with clients like Business Registration and Licensing sector at Dubai Economy that is currently, Dubai Economy and Tourism Department to grow their brand awareness and achieved recognizable growth in the online community.
- Managed all aspects of the events from preplanning, determining resource needs, pre event marketing, and on site coordination, checklist, to post event follow up.
- Led the weekly meetings with social & digital media clients.
- Led social influencer marketing strategies for our client programs and managed the production process for sponsored and custom Influencer content from deal signature to launch, implementation and recap.

CERTIFICATES

Managing your Social Media Strategy

Meltwater

Facebook Certified Creative Strategy Professional

Meta

Digitalisation in Space Research

Technical University of Munich

Digital Fashion Reality

The New School Parsons

Boolean: Advanced

Meltwater

Metaverse and NFTs for Marketing

LinkedIn

Facebook Certified Community Manager

Meta

Twitter Flight School Video Badge

Twitter

Hootsuite Platform Certification

Hootsuite

Google Ads Search Certification

Google