

# Sara Sherif

Phone: +20115606337 Email: [srasherif16@gmail.com](mailto:srasherif16@gmail.com) Cairo, Heliopolis

## Professional Summary

Strategic Digital Marketing Leader with expertise in driving brand growth, audience engagement, and revenue through data-driven campaigns. Proven ability to scale digital strategies, lead cross-functional teams, and optimize ad performance for maximum ROI. Experienced in overseeing high-profile accounts, corporate branding, and PR initiatives at a national and global level.

## Key Achievements

- Grew Galala University's Instagram following by 100% in one year through data-driven content strategies.
- Led high-impact branding campaigns, producing over 100 professional media assets (photo & video).
- Managed multi-tiered media buying campaigns, optimizing ROI across different budget levels.
- Conducted 700+ on-ground interviews, including high-profile ministers, ambassadors, and global leaders.

## Professional Experience

### *Digital Marketing Specialist at Galala University – March 2023 – March 2024*

- Doubled Instagram followers in one year through strategic content creation, trend analysis, and data-driven engagement tactics.
- Led the university's digital strategy, driving a 100% increase in Instagram growth and enhancing digital brand positioning.
- Optimized media buying campaigns, improving ad performance and increasing student inquiries through targeted outreach.
- Led content production for university branding, delivering 100+ professional media assets, including photography, videography, and digital campaigns.
- Managed and trained a team of moderators, ensuring fast response times, effective crisis management, and a positive online community.
- Strengthened the university's public relations efforts, drafting compelling press releases and announcements to boost media visibility.
- Covered major events in real time, producing high-impact reels, live updates, and engaging stories to enhance audience interaction and reach.
- Collaborated with academic departments to create engaging digital content aligned with institutional goals and student recruitment strategies.
- Monitored market trends & competition, analyzing key risks and opportunities to refine digital strategies.

### *Teacher Assistant at Faculty of Mass Comms, English Section – Beni Suef University – 2024 – Current*

- Designed & delivered digital media curriculum to equip students with industry-relevant skills.
- Mentored students on digital content creation, branding & audience engagement strategies.

### *Online Reputation Management Executive- Social-eyes ( July 2022 - Nov 2023)*

- Managed high-profile Dubai-based accounts, ensuring brand consistency & engagement.
- Monitored & analyzed platform metrics, optimizing social media strategy.
- Led brand sentiment analysis, improving audience perception.
- Enhanced customer relations, training moderation teams in crisis management.
- Localized content in Arabic & English, expanding audience reach.

## Projects & Freelance Work

### *Media & Public Speaking 2021-2024*

- Hosted 5+ international & local events, conducting 700+ interviews in English & Arabic.
- Drafted on-ground interview questions for high-profile guests.
- Interviewed ministers & global leaders, including Ahmed Samir & Assem El Gazzar.
- Hosted 3 podcasts, ensuring deep insights on episode topics.

### *PR, Judge, and Moderator | RevArt film Festival (May – OCT 2022)*

- Evaluated short films & managed social media engagement.
- Coordinated meetings with filmmakers & industry professionals.

### *Voiceover and Dubbing Artist 2018-2025*

- Completed 55+ projects, including work for Louvre Abu Dhabi.
- Fluent in Arabic (Fusha & Slang) & English.

### **Education**

- MSc Digital Media (Ongoing), BUE & London South Bank University (2024–Present)
- 2018 – 2022: Excellent with honors Bachelor's Degree in Mass Communications – Beni Suef University English Section

### **Skills & Tools**

- Technical: WordPress, Google Suite, Microsoft Office
- Marketing & Digital Strategy: Paid Ads, Analytics (Emplifi, Sprinklr), Branding
- Content & Media: Photography, Videography, Voiceover, Dubbing
- Communication & PR: Event Hosting, Public Speaking, Community Management

### **Certifications & Trainings**

- Presentation Skills by Dale Carnegie & Associates (2020)
- First Place in Dubbing – MediaTopia Camp (2021)