

PROFESSIONAL PROFILE

Mohamed Hassanein

Digital Marketing & Social Media Specialist — Strategy & Performance

Experience since 2022 across Egypt and Saudi Arabia in strategy, content, paid media, CRM, reporting and launches.



CONTACT

+20 110 104 0902

mohamed354337@gmail.com

LinkedIn

EDUCATION

B.A. Japanese Language &
Translation

Al-Azhar University — Cairo, 2022

CORE CAPABILITIES

Marketing strategy & SOSTAC

Content strategy & copywriting

Meta Ads & Google Ads

CRM, SMS & ManyChat

Lead generation & retargeting

Performance reporting & insight

Selected experience

2026

**Saudi-
focused
strategy &
agency
projects**

Real estate, logistics,
travel tech, corporate
proposals, reports
and campaign
planning.

2024-2026

Brand and branch launches

Real estate, B2B & e-commerce

SELECTED CERTIFICATES

- Meta Social Media Marketing Professional Certificate — 2022
- Digital Marketing Nanodegree, Udacity — 2022
- 3-in-1 Marketing Diploma — 2023
- Google & YouTube Ads — 2023

Sofa Zone — Social Media & Growth

Content system, campaign concepts, CRM/SMS, reporting and showroom launches.

2023–2024

B-Circles & agency work

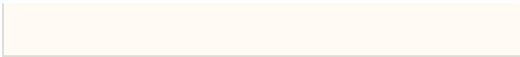
Content strategies, publishing operations, media plans, reports and cross-team coordination.

2023

Black Code team

Accounts across software, property, professional services, news and personal branding.

2022–2023



**Genena
Group**

Junior / Social Media
Specialist across
multiple business
accounts.

2022–Present

**Freelance
Digital
Marketing**

Projects across
Egypt, Saudi Arabia
and the Gulf.

Selected impact



Public metrics are used only when supported by a report or evidence; proposals and plans are separated from executed results.