

Omneya Eid

Marketing & social media specialist & content creator

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Professional Summary

Results-driven Public Relations and Marketing professional with over 4 years of experience in developing and executing marketing strategies, managing digital campaigns, and building strong brand awareness. Experienced in content creation, reel creation, social media management, and crafting engaging campaigns that drive audience engagement and business growth. Skilled in communication, branding, campaign planning, and performance analysis, with the ability to combine creativity and strategy to deliver impactful marketing solutions. Passionate about creating compelling content and contributing to dynamic, growth-oriented organizations.

➤ Work Experience :

-Marketing Specialist – Content Creator

El-Delta Electronic Systems — Cairo, Egypt (2025 – present)

Developing content strategies, creating engaging content, and managing social media platforms, including planning and producing reels to drive engagement and growth.

-Freelance Social Media Specialist & Content Creator (2024 – Present)

- Manage social media accounts and develop content strategies.
- Create engaging content, reels, and marketing campaigns.
- Write compelling copy for digital platforms.
- Monitor performance and optimize content for better engagement and reach.

Senior Public Relations Specialist

Cleopatra Group — Cairo, Egypt | 2023 – 2024

- Developed and executed public relations strategies to strengthen brand image and corporate reputation.
- Managed media relations, press communications, and public-facing initiatives.
- Coordinated internal and external communications to ensure consistent brand messaging.
- Planned and organized corporate events, campaigns, and public engagement activities.
- Built and maintained strong relationships with stakeholders, partners, and media representatives.
- Monitored public perception and supported crisis communication when required.

- **Marketing Coordinator & PR Coordinator- Cleopatra Group —(2021 – 2022)**

- Assisted in planning and executing marketing and public relations strategies aligned with the organization's objectives.

- Coordinated marketing and PR activities to ensure consistent brand messaging across all communication channels.
- Supported the organization of corporate events, promotional campaigns, and brand initiatives.
- Prepared and managed marketing materials while coordinating with internal teams and external partners.
- Assisted in managing social media activities and promotional efforts to increase brand awareness and audience engagement.
- Maintained marketing and PR documentation, reports, and administrative records to support daily operations.

-**Junior Approvals Officer**

Eye Vision Hospital (2020 – 2021)

- Assisted with insurance approval processes and updated medical records.
- Provided support in reception and patient inquiries.
- Delivered excellent front-line service and patient support.

Event Organizer

League of Arab States & Ain Shams University Media Events

- Coordinated youth media forums and university events with large-scale attendance.

Volunteer

Cairo International Book Fair (2017)

- Assisted in event operations and guest coordination.

Education

-Bachelor of Mass Communication – Public Relations&Marketing Section
Ain Shams University, 2021 (Very Good with Honors)

-Mba student

Skills

- Arabic: Native (Excellent in speaking, writing, and listening)

- English: Excellent in writing, very good in speaking and listening - French: Very good in speaking, writing, and listening
- Microsoft Office (Word, Excel, PowerPoint), Windows & Internet
- Adobe Premiere CC, Photoshop, Illustrator

Courses & Training

- Ai creative course (2026)
- Marketing Diploma – (2024)
- Motion Graphic Diploma – Russian Culture Centre (2020)
- Graphic Design Diploma – Russian Culture Centre (2018)
- Photography Course – CPC Club (2017)
- Professional Editor Diploma (Premiere CC) – Russian Culture Centre (2019)
- Graphic Design Workshop – APEC
- Photoshop Workshop – CPC

Interests (Running, Photography, Writing)