

Areej Elreffai

Content Creator

Cairo, Egypt • 01021076217 • areejelreffai@gmail.com

PROFILE

Master's student in Radio and Television at Cairo University with three years of hands-on experience as a Content Creator. Skilled at crafting engaging, platform-specific content across multiple industries, with a strong focus on storytelling, audience engagement, and cross-team collaboration. Passionate about using media and digital platforms to connect with diverse audiences.

EXPERIENCE

- Content Creator | Innovation

May 2025 – Present

 - Write creative posts and engaging scripts for social media platforms.
 - Manage client communication and requests, ensuring timely and accurate delivery.
 - Collaborate with cross-functional teams to achieve project goals and maintain quality output.
 - Publish and schedule content across multiple social media channels.
- Content Creator | Tactics

Apr 2025 – May 2025

 - Wrote engaging scripts and posts aligned with marketing objectives.
 - Edited and updated website content and information.
- Content Creator | Digitalmate

Jan 2025 – Mar 2025

 - Created engaging digital content for multiple platforms.
 - Wrote and developed scripts for a dental clinic's social media videos.
 - Collaborated with designers and marketing teams to deliver creative concepts.
- Content Creator | Rabeh Company

Nov 2022 – Dec 2024

 - Wrote diverse content for the Saudi market spanning sports, medical, entertainment, and agriculture.
 - Managed client communications and handled project requirements efficiently.
 - Developed and discussed creative design concepts with designers.
 - Conducted social media performance reports to track engagement and reach.
 - Created blogs, backlinks, and SEO-focused descriptions.

EDUCATION

- M.A. in Radio and Television (In Progress)

2022 – Present
- B.A., Faculty of Mass Communication, English Section

2018 – 2022

SKILLS

- Content Creation & Copywriting
- Social Media Management & Scheduling
- Communication & Interpersonal Skills
- Leadership & Team Management
- Problem-Solving & Decision-Making
- Adaptability & Continuous Learning

VOLUNTEERING

- Presenter & Script Writer — Radio E3lam Online, Giza, Egypt
- Children's Group Leader, Orphan Day — Resala Charity, Cairo, Egypt: led and cared for a group of children.