

Mohamed Shehata

GENERAL INFO

Full Name: Mohamed Mahmoud Shehata
Date of Birth: 20th of February 1990
Nationality: Egypt
Marital Status: Single
Location: Katameya, Cairo, Egypt



CONTACT INFO

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PROFESSIONAL EXPERIENCE

- Oct 2023 to Present
(4 months) **Senior Media Monitoring Executive at Rawnaa**
Saudi Arabia
Industry: Media Production. Company Size: 101-500 employees
Develop and implement the media monitoring strategy.
Planning and activating clients requests and creating all setups needed.
Identify and track all relevant media sources and monitoring solutions.
Collect and pre-analyze media data to identify trends and patterns.
Provide insights and recommendations.
- Oct 2022 to Present
(1 year and 4 months) **Freelance Community Manager at StickyGinger**
Dubai, United Arab Emirates
Industry: Public Relations and Communications
Monitoring influencers and producing a daily monitoring report.
Respond to users using brand tone of voice on all social media platforms.
Following the escalation process for community management and flagging any necessary comments in a timely fashion.
- Oct 2019 to Dec 2022
(3 years and 2 months) **Media Monitoring Team Leader at CARMA**
Cairo, Egypt
Industry: Online Media, Market Research, Public Relations and Communications
Company Size: 501-1000 employees
Managing and organizing all team activities scheduling shifts, allocating resources, prioritizing work, taking corrective actions, updating records, and reporting to the manager.
Handling and activating clients requests and creating all setups needed.
Establish tasks for employees to ensure continuous workflow in order to achieve team objectives and goals.
Quality control, providing feedback and evaluation of the team.
Implemented a Quality control method then participated in upgrading it to an automated system.
Guide and support team members through day to day work.
Developed a training process and exercises for new members.
Train new employees on company services and tools.

- Apr 2017 to Oct 2019
(2 years and 6 months) **Senior Social Media Monitoring Executive at CARMA**
Cairo, Egypt
Industry: Online Media, Public Relations and Communications, Market Research
Company Size: 501-1000 employees
Monitoring and capturing all data requested for different projects using manual search and tools through social media platforms or online websites.
Pre-analyzing data by maintaining relevant ones, categorizing and giving sentiments.
Alerting clients of incidents that may be important or critical and must be both accurate and in a timely manner.
Dealing with data, sorting them in excel sheets, defining interactions and some more data refining.
Training and supporting newcomers.
- Sep 2015 to Mar 2017
(1 year and 6 months) **Senior Customer Care Specialist at Ellaithy Autogroup**
Cairo, Egypt
Industry: Automotive. Company Size: 101-500 employees
Answering customer inquiries on phone and Facebook page.
Resolving customer complaints and problems.
Surveying customers to ensure the quality of service.
Responsible for some other managerial tasks.
- Jun 2015 to Aug 2015
(2 months) **Marketing advisor and Social Media specialist at SAMA Nursery**
Cairo, Egypt
Company Size: 1-10 employees
Creating and exciting social media and content strategies.
Managing company's social media channels.
Creating and developing company's online branding identity.
Providing some Marketing consultations in (branding, packaging, pricing and creating customer experience).
- Feb 2014 to Mar 2015
(1 year) **Social Media Specialist at Shaff Network**
Cairo, Egypt
Industry: Writing and Editing, Online Media. Company Size: 101-500 employees
Planning and managing the network's social media channels.
- Mar 2014 to Nov 2014
(8 months) **Customer Care Representative at Wasla Outsourcing**
Cairo, Egypt
Industry: Outsourcing/Offshoring. Company Size: 501-1000 employees
Resolving customer complaints and problems via phone.
Educating customer with the company's services and answering his inquiries.
Handling customer of (post-med) segmentation.
Handling customers of high-value segmentation and supporting Vodafone's high-value team.
- Nov 2013 to Dec 2013
(1 month) **Schools Sales Coordinator at Derasa Centre for training and consulting**
Cairo, Egypt
Industry: Management Consulting. Company Size: 1-10 employees
Making some outdoor visits to promote companies Services and Courses for private schools.
Responsible for some other managerial tasks like recruitment and organizing.
- Jun 2012 to Aug 2013
(1 year and 2 months) **Head of Marketing and Social Media Team at Merayet Sha3b NGO**
Cairo, Egypt
Industry: Non-Profit Organizations. Company Size: 11-50 employees
Planning and executing Marketing Campaigns using mainly social media.
Handling a training sessions for social media team members.

EDUCATION

2013 - 2017 **Bachelor's Degree in Business administration**
Cairo University (CU), Egypt
Overall Grade: Good

ACHIEVEMENTS

CARMA excellence award as one of the best employees and CARMA best team award of the year 2019..

CERTIFICATES AND TRAININGS

- Sep 2023 **IBM Data Analytics Basics for Everyone** at edX
Learned the fundamentals of Data Analytics and gained an understanding of the data ecosystem, the process and lifecycle of data analytics, career opportunities, and the different learning paths.
- Jun 2022 **Email Writing- How to Write Effective Emails** at Udemy
Drafting Emails with Proper Structure and etiquettes.
Content:
Importance of Written Communication
Writing Email using DREP Process
Email Etiquettes
Email Structures
- Jan 2022 **Supervisory Skills Workshop** at GT Learning & Development
- Jul 2015 **Customer Service** at ALISON for Online Courses
Introduction to Customer Service
Customer Service Techniques
Dealing with the Customer
- Nov 2014 **Info-graphic media session** at O2 for media training
Introduction to info-graphic media
History of info-graphic media
Info-graphic media uses and features
Info-graphic media tools and programs (excel - websites)
- Oct 2014 **Conversation English** at Friends Academy
American English conversations and listening.
Words pronouncing and writing.
- Sep 2014 **Social media marketing mix session** at O2 for media training
Introduction to marketing and social media.
Branding and Targeting.
Managing social media channels.
Social media content and campaigns.
Most common mistakes.
- Jul 2014 **Introduction to Photoshop session** at Intro-Space
Photoshop applications.
How to use the program tools and features.
- Jun 2014 **High value customers session** at Wasla Outsourcing
Soft skills and ways to handle high-value customers.
High-value customers advanced needs.
Vodafone's services for high-value customers.
- Feb 2014 **Vodafone project training** at Wasla Outsourcing
Soft skills and ways to handle customers.
Vodafone's services and product knowledge.
Vodafone's policies and procedures.
System applications.

Jul 2010 **Life Makers Course** at life maker Academy
contains:
Human Development
Ways to understand Quran
The Creativity in Arabic language
History and civilization of the Arabs and Muslims
English language
Employment skills
Principles of public health
First Aid
Security and maintenance
Skills, patience Working in a Group
Communication skills
Principles of public relations
Economy principles
Concepts of Media

LANGUAGES

- Arabic: Fluent.
- English: Advanced.

SKILLS

- Advanced in Media Monitoring, CARMA Realtime Alerts Tool, Microsoft Outlook, Tweetdeck and Social Media.
- Intermediate in Talkwalker, Microsoft Excel, Microsoft Office, Team Leadership and CARMA Insights Tool.
- Beginner in Sprinklr and Adobe Photoshop.

AREAS OF EXPERTISE

- Intermediate in Customer Care and Marketing.