Nesrine Abdelhamid Zaki

📞 01024855375 ✉️ nesrineabdelhamide@gmail.com 🔗 LinkedIn

Executive Profile

Marketing & Public Relations Leader with 6+ years of experience driving business growth through strategic marketing, team leadership, and performance-driven execution.

Proven ability to build and scale brands across different industries, lead cross-functional teams, and deliver measurable impact through content, paid media, and AI-powered marketing strategies.

Specialized in building integrated marketing systems, strengthening brand positioning, and transforming ideas into high-performing campaigns.

Key Achievements

- Acquired 2000+ customers within 2 months through optimized campaign strategies
- Led cross-functional teams (content, design, media buying, PR) across multiple brands
- Built scalable marketing systems across service-based and product-based businesses
- Developed full digital ecosystems (content, PR, website structure)
- Strengthened brand positioning for local and international companies

Core Expertise

- Marketing Strategy & Business Growth
- Paid Media & Performance Marketing
- Public Relations & Brand Positioning
- AI in Marketing & Automation
- Content Strategy & Creative Direction
- Team Leadership & Operations

Professional Experience

Glamour Marketing (2020 – 2026)

Regional Marketing & PR Manager

Led marketing and PR operations across multiple brands in different markets, managing strategy, execution, and team performance.

- **ThrillLands (Canada) – VR Entertainment**
    - Led social media strategy and content direction
    - Developed marketing plans aligned with business goals
    - Created content (copywriting + design) tailored to audience behavior
    - Directed PR communication and team coordination
    - Contributed to website launch (content, structure, and execution follow-up)
- **Juncoo (Canada) – Aromatherapy Brand**
    - Built brand voice and digital presence
    - Developed content strategy and communication tone
    - Created content (writing + design) for campaigns and social media
    - Managed audience communication and PR direction
    - Contributed to website content and structure

- **Osama Elemary – Marketing Consultant**
    - Led personal brand positioning and digital presence
    - Managed social media strategy and audience engagement
    - Built content systems focused on education and awareness

Salahly (2024 – Present)

Marketing Manager

- Led marketing strategy across Upper Egypt
- Managed and optimized paid campaigns
- Contributed to 3x growth in demand during campaign periods
- Directed content, brand communication, and PR strategy
- Managed influencer collaborations and audience engagement

Al-Baron & IFM (2024)

Marketing Manager

- Built marketing presence from the ground up
- Developed company profiles and service positioning
- Produced AI-powered video content and motion graphics
- Managed PR coordination and event execution

iJewellry (2020)

Social Media Specialist

- Managed social media accounts
- Created product-focused content aligned with brand identity

Freelance Experience (2019)

- Content writing for cafés and restaurants
- Social media content creation across different industries

Website Development Experience

Led content and structure development for:

- ThrillLands
- Juncoo
- Apex

Scope:

- Full website content writing
- UX structure planning
- Coordination with development teams

Digital Programs

- تحدي التسويق
- اسأل خبير
- لقاء مع الحبيب
- تقدري

Role: Content development, preparation, and editing

Tools & Technologies

- Management & Collaboration: ClickUp, Slack, Trello, Notion
- Design: Canva, Adobe Photoshop
- Video & Audio: CapCut, ElevenLabs
- AI Tools: ChatGPT, Gemini, Manus
- Marketing & Communication: Meta Ads Manager, Respond.io

Core Skills

- Marketing Strategy & Growth
- Paid Advertising Campaigns
- AI-Powered Marketing
- Content Creation (Arabic & English)
- Graphic Design & Video Editing
- Public Relations & Influencer Management
- Team Leadership & Project Management

Translation Experience (2018 – 2019)

- Marketing articles and advertising translation
- Video and short-form content translation
- Legal translation with Amer Group Translation Office

Education

- Bachelor of Al-Alsun (English Department) – Minia University
- ICDL Certificate

Languages

- Arabic: Native
- English: Advanced (Reading & Writing)

Volunteer Work

- Content Writer – “Tefrek Kteer” Charity (Assiut) (2018–2019)
- Content Writer – Assiut Robotics Team (Faculty of Engineering)