MOHAMED ABBOUD

Content Marketing Manager

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PROFESSIONAL SUMMARY

Content Marketing Manager with 10+ years of experience building and executing content strategies that strengthen brand presence, engagement, and growth across Egyptian, Saudi, and wider GCC markets. Skilled across the full content lifecycle — strategic planning, copywriting, SEO optimization, and performance analysis — with a track record of leading content teams, managing multi-channel campaigns, and aligning content with business objectives. Also delivers training on content marketing and AI-driven content creation for aspiring professionals. Bilingual (Arabic/English) content specialist with experience spanning e-commerce, technology, media, and financial services sectors.

CORE SKILLS

Content Strategy • Digital Marketing • Copywriting • SEO Writing • UX Writing • Team Leadership & Management • Social Media Strategy & Campaign Management • Influencer & PR Agency Relations • Event & Conference Coordination • Email Marketing • Brand Voice Development • Editorial Planning • Performance Analytics & Reporting • Bilingual Content (Arabic/English) • Client Management • Training & Public Speaking

PROFESSIONAL EXPERIENCE

Content Marketing Manager **2026 – Present**

Fekra IT

- Lead end-to-end content marketing strategy and copywriting across all company touchpoints in the Saudi and GCC markets.
- Manage and mentor a cross-functional content team, overseeing copywriters, designers, and motion graphics output.
- Own social media planning and full-cycle promotional campaign execution.
- Manage relationships with influencers and PR agencies, and coordinate conferences and brand events to strengthen market presence.
- Partner with product and marketing teams to align content with business objectives and SEO best practices.
- Report on content performance to guide ongoing strategy adjustments.

Content Marketing Instructor (Freelance) **2025 – 2026**

Learn N' Digital

- Delivered training courses, workshops, and webinars on content creation for marketing professionals and aspiring content creators.
- Designed and taught curriculum covering storytelling techniques, marketing content strategy, and practical applications of AI tools in content production.
- Simplified complex content marketing concepts into practical, hands-on training sessions for diverse skill levels.
- Kept training material updated with emerging trends and tools in AI-driven content creation.

Content Marketing Manager **2024 – 2026**

WideBot AI

- Directed all marketing copywriting across company touchpoints, ensuring a consistent brand voice.
- Led a full content team of copywriters, graphic designers, and motion graphics designers, overseeing quality and delivery timelines.
- Planned and managed social media strategy end-to-end, from content calendars to full-cycle campaign execution.
- Managed relationships with influencers and PR agencies, and coordinated conferences and brand events.
- Partnered with UX/UI, product, and engineering teams to craft user-centered product content.
- Produced performance reports to track content effectiveness and guide strategy.

Content Lead **2022 – 2024**

Fekra IT

- Directed content strategy and managed all marketing copywriting across company activities, ensuring consistent tone and quality.
- Led editorial planning and content production for the content team, from concept development to final copy-editing before publication.

- Wrote and optimized SEO-driven articles, ad copy, and product content to strengthen organic visibility.
- Aligned copy strategy across marketing channels, shaping tone for sales emails, banners, and brochures.
- Delivered regular content performance reports to track and improve reach and engagement.

Creative Content Producer & Scriptwriter (Contract) **2021 – 2022**

TeN TV

- Produced written content spanning articles, social posts, advertisements, and video scripts.
- Collaborated with the digital marketing team to align video content with audience engagement goals.
- Managed the video production process from concept through delivery, including scriptwriting and voice-over.
- Developed original screenplay concepts and adapted stories into broadcast-ready scripts.
- Created social media reels, infographics, and visual storytelling content.

Web Content Editor & Journalist (Contract) **2021 – 2022**

Al-Thurya News

- Researched, wrote, edited, and proofread news stories, features, and articles under tight deadlines.
- Covered press launches, court proceedings, and public events to source original stories.
- Interviewed key sources and witnesses to strengthen reporting accuracy and depth.
- Wrote scripts for video content alongside written news coverage.

Content & Social Media Manager (Part-time) **2020 – 2021**

National Bank of Egypt SC

- Directed social media campaigns promoting the club's teams, activities, services, and news.
- Created and curated engaging text, image, and video content aligned with audience trends.
- Monitored web traffic and SEO performance to refine content and posting strategy.
- Trained colleagues on cohesive social media practices across platforms.
- Managed community engagement, responding to customer feedback and online reviews.

Senior Copywriter & E-commerce Content Writer **2019 – 2022**

ExpandCart

- Collaborated with the Director of Marketing and Sales to build long-term content plans and editorial strategies that grew brand awareness.
- Led content strategy for e-commerce and retail campaigns, from product copy to long-form guides and email marketing.
- Supervised a team of writers and coordinated freelance contributors on large-scale content projects.
- Wrote scripts for YouTube, reels, podcasts, and social ads, alongside blog and SEO content.
- Partnered with UI/UX and design teams to create copy-supporting visuals.
- Tracked content performance metrics — traffic, engagement, and conversions — to continuously optimize output.

Content Creator & Copywriter **2018 – 2019**

eMarketing

- Wrote clear, well-researched copy for email campaigns, landing pages, and client marketing projects.
- Collaborated with designers, PR, and cross-functional teams on integrated marketing initiatives.
- Conducted research and interviews to inform high-quality content development.
- Applied SEO principles to maximize content reach and visibility.

Social Media Administrator (Part-time) **2017 – 2018**

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- Managed day-to-day social media content and community engagement across platforms.
- Supported brand visibility through consistent posting and audience interaction.

Web Content Producer & Content Writer **2017 – 2018**

Digital Marketing Community (DMC)

- Researched, wrote, and published SEO-optimized articles, reviews, and case studies on e-commerce, digital marketing, and social media trends.
- Designed article pages and infographics to support content on the company website.
- Wrote press releases, official correspondence, and reports on social media platform updates.
- Created and managed social media content aligned with editorial guidelines.
- Updated published content to reflect evolving SEO strategies.

EARLY CAREER

Journalist & News Editor — Sada Al-Arab Electronic Press (Full-time), 2016 – 2017
Multimedia Journalist & News Editor — Almesryoon.news (Full-time), 2016 – 2017
Reporter & News Editor — Fekra Post Electronic Press (Freelance), 2016 – 2017
TV Producer, Scriptwriter & Program Writer — Al Oroba Satellite Channel, 2014 – 2015
Journalist & News Editor — Al-Sabah El Araby Electronic Press, 2013 – 2014

EDUCATION

Bachelor of Media, Journalism Department
Faculty of Mass Communication, Cairo University, Cairo, Egypt — May 2015