MAHMOUD HANY

Sales & Digital Marketing Professional | Social Media Specialist | Content Creator

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PROFESSIONAL SUMMARY

Results-driven sales and digital marketing professional with experience in fashion retail, customer service, content creation, and social media. Experienced in lead generation, client communication, sales follow-ups, and supporting business digital presence. Skilled in building customer relationships, creating engaging content, managing online communities, and understanding client needs.

WORK EXPERIENCE

Social Media Specialist - Glora

- Created and published social media content to support the company's online presence.
- Helped manage social media channels and engage with the online community.
- Supported promotional campaigns and maintained consistent brand communication.

Social Media Specialist - Al Captain Import & Export Company

- Managed social media content and supported the company's digital presence.
- Prepared and published content to introduce the company and its products/services.
- Engaged with followers and supported customer inquiries through social channels.

Content Creator & Website/Mobile App Support - Elcaptain SYM

- Created content for the company and its digital presence; contributed to website and mobile application development.
- Designed and managed the company's official website.
- Supervised page moderators and community moderation; led and coordinated the sales team.
- Coordinated website, moderation, and sales functions to keep customer responses and content consistent.

Sales Representative - Solo Marketing Agency

- Generated and qualified leads for digital marketing services; conducted sales calls and follow-ups.
- Identified client needs and presented suitable digital marketing solutions.
- Built client relationships and developed practical knowledge of social media marketing and paid advertising.

Sales Associate - LC Waikiki

- Provided customer service and product recommendations; supported purchasing decisions.
- Worked toward sales targets and maintained store displays, inventory, and customer relationships.

Sales Associate - Apex

- Assisted customers and supported daily sales activities and store sales goals.

Sales Associate - JE-X

- Helped customers select products, maintained merchandising standards, and supported sales targets and inventory.

EDUCATION

Al-Alsun Higher Institute - Commerce Department
Currently pursuing a degree in Commerce while developing practical knowledge in business, sales, and management.

TRAINING & COURSES

Digital Marketing Course | Social Media Marketing | Digital Advertising Basics | Online Customer Engagement | Marketing Fundamentals | Content Promotion Strategies

SKILLS

Social Media Marketing, Content Creation, Social Media Management, Community Management, Digital Marketing Fundamentals, Sales & Business Development, Lead Generation, CRM, Sales Calls & Follow-ups, Website Design & Management, Website & Mobile App Support, Customer Service, Team Leadership, Communication, Negotiation, Problem Solving, Microsoft Office

LANGUAGES

Arabic - Native | English - Good