

JOICE NABIL

CONTENT CREATOR & SOCIAL MEDIA SPECIALIST

SUMMARY

Creative and detail-oriented Content Creator & Social Media Specialist with experience in content planning, social media management, and campaign ideation across multiple industries. Skilled in creating engaging content, captions, reel scripts, and content calendars. Passionate about combining creativity with strategy to create impactful digital content.

CONTACT

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Egypt, Cairo
LinkedIn Link

PERSONAL INFORMATION

Date of birth: 10/01/2001

Nationality: Egyptian

Marital status: Single

SKILLS

- Content Creation
- Social Media Management
- Content Planning & Scheduling
- Content Strategy
- Campaign Ideation
- Copywriting & Caption Writing
- Reel Scripting
- Community Management
- Digital Marketing

LANGUAGES

- Arabic: Native
- English: Excellent
- French: limited working proficiency

EDUCATION

School - Coptic Girls College 2005-2019

- Egyptian General Certificate Thanwya Amma

University - Modern Science And Arts (MSA) 2019-2023 Mass Communication, Advertising and public relations, Broadcasting and Journalism.

Major: Advertising and public relations
Minor Broadcasting and journalism

Certifications:

- Second Place, Radio Ad Projects - Opera House Awarded for our graduation project that achieved second place in the radio ad category.
- Best Member in Graphic Design - Modern world Health Organization (Student Activity), Received for outstanding contributions to graphic design.
- Best Graphic Design Head - Modern world Health Organization (Student Activity), Recognized for leadership and excellence in managing graphic design projects

WORK EXPERIENCE

Content Creator & Social Media Specialist
Kinetics – Cairo
September 2025 – Present

- Developed monthly content calendars aligned with brand goals and audience interests.
- Created engaging content ideas, captions, text-on-design, and reel scripts for multiple social media platforms.
- Planned content pillars and ensured content supported different stages of the marketing funnel.
- Collaborated closely with designers to execute creative concepts and maintain brand consistency.
- Managed content scheduling and publishing across Facebook, Instagram, LinkedIn, and TikTok.
- Contributed to campaign ideation and seasonal content planning across multiple industries.
- Monitored content performance and audience engagement to optimize future content strategies.
- Assisted in building and maintaining brand identity through visually engaging and strategic content.
- Worked on accounts across multiple industries including insurance brokerage, real estate, education, senior housing, academies, baby essentials, retail, and travel.

Social Media Moderator
Kinetics – Cairo
August 2024 – August 2025

- Managed and moderated multiple social media accounts while maintaining each brand's tone of voice and online presence.
- Responded to customer inquiries, comments, and messages professionally to enhance audience engagement and customer satisfaction.
- Prepared monthly performance reports and monitored insights to track audience behavior and account performance.
- Created organized saved-reply systems and FAQs to improve response efficiency and consistency.
- Collaborated with account managers to address customer concerns and ensure smooth communication across platforms.
- Assisted in maintaining community engagement across industries including travel, retail, insurance, restaurants, and baby essentials.

Junior Graphic Designer
Mimi Cuisine (Food Recipe & Blogging account)
- Cairo February 2024 - Present

- Created visual content and social media designs aligned with the brand identity.
- Developed and maintained the visual theme and brand identity of the page.
- Designed graphics, posts, and visuals to enhance audience engagement and support content strategy.