SONA MASSOUD

MARKETING MANAGER

Egypt
+20 104 039 6894
sonamassoud1@gmail.com

PROFESSIONAL PROFILE

Marketing Manager with 6 years of experience and a strong foundation as a Social Media Specialist. Progressed from hands-on social media strategy to Social Media Team Leader and Marketing Manager. Combines deep client understanding, creative thinking and structured execution to build strategies that achieve core objectives and deliver strong, measurable results across Egypt, the UAE, Saudi Arabia and Oman.

30	15+	99%	50%
TEAM MEMBERS LED AT DIGITAL HOUSE	CLIENTS MANAGED AT ONCE	FEWER DELAYS	MORE SUCCESSFUL PROJECTS

CORE EXPERTISE

Social Media Strategy | Creative Direction | Client Insight | Marketing Strategy | Operations Management
Project Management | Account Management | Team Leadership | Client Retention | Process Improvement

PROFESSIONAL EXPERIENCE

DIGITAL HOUSE MARKETING AGENCY

Marketing Manager | June 2026 - Present

- Lead a 30-member team across Social Media, Creative, Media Buying, SEO and Web Development while managing 15+ active client accounts simultaneously.
- Translate client business needs and primary objectives into creative concepts and clear strategic direction for every department.
- Built workflows, tracking systems and quality standards that reduced delays, recurring errors and client complaints by approximately 99%.
- Increased the number of successfully delivered projects by approximately 50% compared with the previous period.
- Retained five at-risk clients and supported the acquisition of five new clients through stronger planning, communication and proposal support.
- Supervise market research, interviews, performance reviews and final client deliverables.

CAREER PROGRESSION Social Media Team Leader | February-May 2026 • Senior Social Media Specialist | September 2025-January 2026

WAMDA MARKETING AGENCY

Marketing Manager | July 2024 - April 2025 | Freelance

- Led a cross-functional team of approximately 20 members and simultaneously managed 15+ active client accounts across the UAE and Oman.
- Directed strategy, content, creative, advertising and client communication, turning business goals and performance insights into recommendations that supported engagement, leads and brand growth.

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PROFESSIONAL EXPERIENCE

HQ BRANDS AGENCY

Social Media Specialist | January 2023 - February 2025 | Full-time, On-site

- Managed social media strategy and delivery for 15+ active client accounts simultaneously across diverse industries.
- Led content from research and ideation through briefing, copy review and final quality control.
- Coordinated with clients, Creative and Media Buying teams; prepared actionable performance reports.
- Recognised as Top Achiever 2024 and Best Employee twice.

EARLIER EXPERIENCE

CLINICA MARKETING AGENCY

Content Creator | January 2022 - August 2022 | Full-time, Hybrid

- Created accurate, audience-focused social media content for healthcare clients.

ORION MARKETING AGENCY

Content Creator | 2020 - 2022 | Freelance

- Produced content, campaign ideas and creative copy for clients across multiple sectors.

SMART MARKETING AGENCY

Content Creator | September 2021 - December 2021 | Freelance

- Created platform-ready content aligned with brand identity and marketing objectives.

LEADERSHIP EXPERIENCE

ENACTUS DAMANHOUR UNIVERSITY

Head of Research and Development | August 2021 - August 2022

- Led research and project-development activities; recognised as Best Member, Best Leader and Best Head.

EDUCATION

Bachelor of Commerce in Economics | English Section | Damanhour University | 2023

PROFESSIONAL DEVELOPMENT

Business Development Diploma - BDI (In Progress) | Content Strategy Course - The Copywriter | Creative Direction Course - Monge, The Copywriter

AI SKILLS, TOOLS AND PLATFORMS

AI Proficiency: Prompt development, research and visual exploration, supporting independent creative thinking and judgement
AI Tools: ChatGPT, Claude, Higgsfield, Google Flow | Management: Zoho, ClickUp, Trello, Teams
Analytics: Excel, Google Sheets, PowerPoint, Google Analytics, Search Console
Advertising: Meta Business Suite, Meta Ads, Google Ads | Creative: Canva, Freepik

LANGUAGES

Arabic - Native English - Upper-Intermediate

RECOGNITION

Top Achiever 2024 | Best Employee - twice | Enactus Best Member, Leader and Head | First Place - Damanhour University Short Story Competition