

Youssef Mohamed Agwa

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Objective

As a freelance Digital Marketing Specialist, I am dedicated to Enhancing my marketing skills, gaining diverse project experience, and delivering impactful marketing strategies. I strive to boost brand visibility and provide value by creating meaningful, data driven campaigns. My goal is to help businesses grow while continuously expanding my expertise in the dynamic world of digital marketing .

Education

Bachelor of Commerce , Mansoura University

2021 – 2025

Major: Business Administration

Internships

Digital Marketing intern - **Fast Moving Academy**

June – July 2023

- Applied STP framework to define target audience and market positioning for a new brand.
- Created and managed social media accounts on Facebook and Instagram
- Developed and executed targeted sponsored ad campaigns across platforms, optimizing audience segmentation, and budgets to drive engagement and conversions.

ExtraCurricular Activities

Content Writing Volunteer – **Creativa Hub Mansoura**

October 2024 – Present

- Developing engaging content and conducting keyword research for social media platforms to enhance online visibility. This includes identifying target audiences, optimizing posts with relevant keywords, and monitoring engagement metrics to refine strategies for improved reach.

Pre Incubation Program – **Creativa Hub Mansoura**

August - September 2024

- Completed a Pre-Incubation program focused on startup development, covering Business Model Canvas, business planning, marketing, finance, operations, legalities, and pitching. Engaged in mentorship sessions and developed a business idea, culminating in a professional pitch deck.

Rowad program in Entrepreneurship - **YEC**

April - August 2024

- Participated in the Rowad Competition Program, learning from accomplished entrepreneurs and speakers.
- Collaborated with my team to develop key business components, including a Business Model Canvas (BMC), Value Proposition Canvas (VPC), marketing strategies ,financial plan, prototype, and pitch deck.

Event Organizer in Delta Innovation Day – **Creativa Hub Mansoura**

May 2024

- Assisted in organizing event and managing participant coordination for a successful Innovation Day. This included outlining event objectives, coordinating equipment, and handling participant registration. I also facilitated on site coordination to address issues and ensure a seamless experience for all attendees.

Courses and Training

• Digital Marketing Specialist Scholarship - Digital Egypt Pioneers	160 Hours
• <u>Foundations of Digital Marketing and E-commerce</u> - Coursera	20 Hours
• <u>Digital Marketing</u> - HubSpot Academy	6 Hours
• <u>Digital Marketing Workshop</u> - Creativa	6 Hours
• <u>Product Management</u> - Creativa	24 Hours
• <u>Business Techniques</u> - UCCD	30 Hours
• <u>Business Mindset Camp</u> - Creativa	24 Hours
• <u>Business English</u> - UCCD	30 Hours
• <u>Project management</u> - Creativa	12 Hours
• <u>Strategic management</u> - Creativa	6 Hours
• <u>Sales Course</u> - UCCD	30 Hours
• <u>Ideation Camp</u> - Creativa	36 Hours
• InnovEgypt Program Entrepreneurship - TIEC	44 Hours
• <u>Financial Modeling Workshop</u> - Creativa	12 Hours
• <u>PFA Course in Accounting</u> - ICount	30 Hours
• <u>Digital Marketing: SEO, Analytics, and Online Presence</u> - Edraak	11 Hours
• <u>Marketing for Startups</u> - Edraak	6 Hours

Projects

<u>Nefertiti</u> E-commerce Platform	February 2024 - Present
• Developed the Business Model Canvas (BMC), business plan, and financial plan for an e-commerce platform connecting female artisans to customers. Conducted competitor analysis to position the platform effectively in the market.	
<u>Marmar</u> Handcrafted accessories Brand	October - November 2024
• Conducted competitor analysis for MarMar, identifying market opportunities and refining its competitive edge. Developed a comprehensive Business Model Canvas (BMC) and performed keyword research to enhance SEO strategy. Created optimized content to boost search visibility, organic traffic, and customer engagement.	
<u>Nutrition بالعربي</u> blog	January - July 2023
• Developed a health and nutrition blog in Arabic, focusing on SEO optimization. Gained expertise in keyword research, content auditing, and writing SEO-optimized articles to improve it in Google ranking.	

Skills

• SEO & Content Writing	• Accounting Principles
• Social Media Marketing	• Market Research & Competitor Analysis
• Media buying	• Business Model
• Keyword research	• Copywriting & storytelling
• Search Engine Marketing	• Content strategy & Planning

Computer Skills

• Similar Web	• Google Keyword Planner
• Mailchimp	• Meta Business Suite
• Google Search Console	• Google Ads