

Youssef Karim

Fresh Graduate | Junior Marketing Assistant

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PROFESSIONAL OBJECTIVE

Motivated Business Administration graduate seeking an internship or entry-level marketing role. Ready to apply knowledge in social media planning, content strategy, market research, and campaign support within a results-driven team.

EDUCATION

Bachelor of Business Administration

2020 – 2024

Cairo University — Cairo, Egypt

Relevant Coursework: Principles of Marketing · Consumer Behavior · Digital Marketing · Market Research · Business Communication · Brand Management

INTERNSHIP EXPERIENCE

Marketing Intern — Nile Digital Solutions, Cairo

Jul – Sep 2023

- Assisted in preparing social media content ideas and organizing Instagram & Facebook content calendars.
- Collected competitor references and supported basic performance reporting using engagement metrics.
- Coordinated with designers on campaign visuals; participated in seasonal campaign brainstorming.

ACADEMIC PROJECTS

Digital Marketing Campaign Project

Built a full digital marketing plan for a local restaurant — target audience, content strategy, posting schedule, and campaign objectives. Presented results to classmates.

Market Research Project

Designed a customer survey on online shopping behavior; compiled key insights and presented recommendations using charts.

Brand Analysis Project

Analyzed a local brand's social media: tone, visual consistency, and engagement. Proposed practical content and posting improvements.

SKILLS

Social Media Planning · Content Ideation · Market Research · Competitor Research · Campaign Support
Basic Copywriting · Customer Understanding · Presentation Skills · Teamwork · Time Management

TOOLS & SOFTWARE

MS Word · MS PowerPoint · MS Excel · Google Docs · Google Sheets · Canva · Meta Business Suite · Google Forms

COURSES & CERTIFICATIONS

- Digital Marketing Fundamentals
- Content Marketing Introduction
- Presentation Skills Workshop
- Social Media Marketing Basics
- Excel for Business Basics

ACTIVITIES & VOLUNTEERING

Marketing Member — Student Business Club, Cairo University

2022 – 2023

- Promoted events via social media; wrote captions and event descriptions.
- Supported registration, attendee communication, and promotional materials.

Volunteer Organizer — University Career Day

2023

- Welcomed attendees, organized registration lists, and supported event coordination.

LANGUAGES

Arabic — Native | English — Good Professional Working Proficiency