

MARWA BELAL ATIA ABDELKAWY

(Digital Media Production Specialist)

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PROFESSIONAL SUMMARY

Library and Information Science graduate with a Very Good with Honors degree, combining academic organization with extensive experience in Graphic Design, Digital Media Production, Customer Service, and Data Management. Proven expertise in digital marketing fundamentals, motion graphics, video editing, copywriting, and social media content development. Highly proficient in Adobe Creative Suite, Canva, Microsoft Office, and AI-powered productivity tools. Currently enhancing technical capabilities through the intensive Digital Pioneers Initiative (Digilians) in Digital Media Production and Agentic AI. Passionate about creating impactful digital experiences through visual storytelling and multimedia production.

WORK EXPERIENCE

Customer Service Representative (Call Center)

Etisalat UAE January 2024 – January 2025

- Handled customer inquiries and service requests professionally to optimize client satisfaction.
- Resolved complex customer complaints efficiently while maintaining high service quality standards.
- Updated, managed, and organized customer records accurately within company databases.
- Demonstrated strong communication and problem-solving abilities to meet daily performance targets.
- Maintained strict adherence to service quality benchmarks and corporate performance metrics.

Social Media Designer & Data Entry Specialist

Al-Raqi Institution | Egypt January 2022 – January 2024

- Designed professional social media posts, promotional graphics, and marketing materials for digital campaigns.
- Created high-quality visual content aligned strictly with brand identity and communication goals.
- Collaborated closely with cross-functional team members to improve overall visual communication strategy.
- Entered, updated, and maintained business data accurately within relational databases.
- Prepared comprehensive data reports utilizing Microsoft Excel and Microsoft Word for management review.
- Ensured total data accuracy, integrity, and information confidentiality across all projects.

Freelance Graphic Designer

Self-Employed | Remote January 2021 – Present

- Designed professional social media content, logos, and customized branding materials for diverse clients.
- Developed marketing and promotional designs tailored to specific client requirements and sectors.
- Delivered high-quality visual solutions while managing multiple concurrent projects under tight deadlines.

EDUCATION

Bachelor of Arts in Library and Information Science

Menoufia University | Egypt September 2021 – June 2025

Grade: Very Good with Honors

Practical Training: Completed a comprehensive field training program at The British University Library, focusing on advanced library operations and digital resource management.

PROFESSIONAL TRAINING

Digital Pioneers Initiative (Digilians) - Digital Media Production Track

July 2025 – Present

Successfully completed an intensive professional training program totaling 590 hours, structured as follows:

- Technical and Practical Skills in Digital Media Production: 252 Hours
- Language, Leadership, and Core Life Skills: 192 Hours
- Freelancing, Entrepreneurship, and Capstone Project Training: 118 Hours
- Agentic Artificial Intelligence AI Training & Productivity Tools: 28 Hours

VOLUNTEER EXPERIENCE

Active Volunteer & Community Organizer

Resala Charity Organization | Egypt October 2019 – Present

- Participated in organizing and managing large-scale charitable events, community outreach programs, and donation campaigns.
- Collaborated effectively with cross-functional volunteer teams to deliver support and resources to various community sectors.
- Utilized strong communication and interpersonal skills to build positive relationships with donors, beneficiaries, and team members.
- Contributed to data entry, record keeping, and logistical planning for various developmental and humanitarian projects.

CERTIFICATIONS

- Google Digital Marketing Certification: Fundamentals of Digital Marketing, Online Marketing Strategies, and Digital Advertising Basics.
- Graphic Design Certification (Talent Academy): Graphic Design Fundamentals, Visual Communication Principles, Branding, and Adobe Creative Suite.
- Microsoft Office Training: Professional certification in Microsoft Excel, Microsoft Word, and Microsoft PowerPoint.

KEY PROJECTS

- Social Media Content Development: Created comprehensive social media content calendars, wrote engaging marketing copy, and developed creative scripts for short-form video content.
- Brand Identity Projects: Designed logos, visual identity elements, and cohesive branding materials for multiple business sectors.
- Audience Engagement Planning: Assisted in content strategy formulation, multimedia production, and digital campaign support.

TECHNICAL & SOFT SKILLS

Design & Multimedia: Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premiere Pro, Adobe After Effects, Motion Graphics, Video Editing, Canva.

Content & Marketing: Content Creation, Content Planning, Copywriting, Script Writing, Storytelling, Digital Marketing Fundamentals.

Productivity & Tech: Artificial Intelligence Tools, Microsoft Excel, Microsoft Word, Microsoft PowerPoint, Data Entry, Information Management, Internet Research, Website Creation.

Core Soft Skills: Professional Communication, Customer Service, Leadership, Teamwork, Problem Solving, Time Management, Critical Thinking, Adaptability, Project Management.

LANGUAGES & REFERENCES

Arabic: Native speaker. | English: Very Good / Proficient.

References: Available upon request.