**Seif Allah Mohamed Mahmoud Kamel**

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# **Educational Background**

**2013** Digital Marketing Strategy and Tactics Course

**2010 – 2013**: Diploma in Translation form the American University in Cairo (AUC)

**2002:** BA, Theatre, AUC, specialization in writing

**1996:** Thanawya Amma, Arts section, Port Said School

# **Employment Record**

**June19 – till Now Head of Content**

 **4PR group**

* Reviews all the content of a wide scope of clients
* Writes press release, news, features, and all types of content in Arabic and English
* Revises the writing of other team members in Arabic and English
* Attends meetings with clients to receive information and brainstorm for new ideas

**Nov 2018 –June 2019 Senior Copy Writer &Client Service**

 **Mount PR**

* Drafted press releases in Arabic and English for a large scope of clients from dissimilar fields
* Translated briefs sent by various clients regarding events, conferences, and press releases
* Wrote reports for issues’ management for clients and participates in the crisis management
* Responded to all the clients’ requests and fulfills all their requirements
* Attended meetings with various clients to receive briefs and discuss different issues
* Wrote news during conferences and media briefings

**Mar 2010–July 2019 Travel Writer and Photographer(Freelance)**

 **Select Egypt Travel, Right Travel Ask Aladdin, GAT Tours Websites**

**June 2018 –Nov 2018 Medical Articles Writer (Part time job)**

 **JWT**

* Wrote medical articles both in Arabic and English for the German Saudi Hospital in Egypt’s website.

**June 2017 –Oct 2018 Senior Copy Writer and Editor**

 **Editor PR & Communications**

* Wrote press releases in Arabic and English for a large scope of clients from dissimilar fields
* Translated briefs sent by various clients regarding events, conferences, and press releases
* Wrote reports for issues’ management for clients and participates in the crisis management
* Participated in different brainstorming sessions for many several clients
* Wrote news during conferences and media briefings
* Translated press releases and news for the clients

**Jan 2016 – June 2017 Media Department Director Deputy/ Client Service Account Manager**

 **4PR Group**

* Writes press releases in Arabic and English for a large scope of clients
* Creates press kits for the media to be used in media briefings and press conferences
* Edits, proofreads, and restructures the writings of the other team members in English and Arabic
* Receives requests and briefs from clients and carries out different tasks
* Participates in meetings, brain storming sessions, and events
* Translate various materials from English to Arabic and vice versa
* Directs and develops strategic media campaigns for various clients
* Manages paid, owned, and earned media strategies
* Develops creative content for all media platforms

**Nov 2013 – Dec 2015 Communication Officer**

 **The Danish Egyptian Dialogue Institute (DEDI), Embassy of Denmark**

* Established the digital communication plan of the institute
* Wrote, edited, and translated the content of the institute's website in English and Arabic
* Publishes the content online on the website through CMS system.
* Produced various creative contents for the Facebook page, Twitter, YouTube, LinkedIn, Google+, and Instagram accounts of the institute with specific strategies and tools for each account both in English and Arabic

**Aug 14 – till Nov15 Zamalek Magazine 1221**

 **Writer and Editor (Freelance)**

* Wrote feature stories about interior design and architecture in Egypt and internationally
* Carried out interviews with clients and public figures
* Researched for content for the catalogue through research and contacting foreign press agencies

**Jan 13 – Oct2013 Senior Writer and Digital Marketer**

 **ASK Magazine**

* Edited international press releases
* Wrote feature stories about interior design and architecture
* Planned for the magazine online marketing campaigns
* Attended fairs and cover them
* Carried out interviews with clients and public figures
* Translated content from Arabic into English
* Created content for the website and the social media accounts of the magazine

**Aug2012- Dec 2013 Consecutive and Documents Translator (Freelance)**

 **Ibn Khaldoun Center for Development Studies**

**March 12 – Dec 12 Content and Marketing Manager**

 **nhanc for Cloud Technology**

* Creates the content for the computer applications, reports, business development plans and brochures produced by the company in Arabic and English
* Writes the content for all the manuals of the applications and products of the company
* Searches for fund and grants opportunities for the new products of the company
* Writes reports, business plans, and fund and grants requests and letters
* Creates social media accounts for the company, the its clients, and post in the Facebook and the Twitter account on daily basis
* Translates all sorts of content from Arabic to English and vice versa

**Jan 09 – March 12 Translator and Researcher**

 **Medecins du Monde (A French NGO working in Egypt)**

* Translated the organization’s documents and other official documents from English to Arabic and vice versa
* Performedsimultaneous and consecutive translation in meetings, interviews, and workshops from English to Arabic and vice versa
* Observed the situation of street children in Egypt and gathered information from different resources concerning them in order to form reports and case studies
* Proofread, revised, and edited Arabic and English documents.
* Prepared case studies about children in street situation through speaking to children and taking photographs of different activities the partner NGOs organize
* Participatedin the organization of events like lectures and conferences

**May 11 – Aug 11 Content Writer and Social Media specialist(Part time Job)**

 **Lady Egypt Travel**

* Created and write articles about different aspects of Egypt for the website of the company
* Wrote the content for different broachers for the various company booklets and broachers
* Gathered and edit the content of the Facebook page of the company adding different forms of content on daily basis
* Translated many historical materials for creating original content for the website
* Took photographs and shoot videos of some the tours organized by the company

**April 10–Feb 11 Freelance translator**

 **United States Agency for International Development**

* Translated professional CVs, training materials, financial reports from English into Arabic and vice versa
* Translated all sorts of materials from different English newspapers into Arabic

**Jan 08 – Oct 09 Freelance writer**

**Identity Magazine**

**Jan. 08 – Jan. 09 News Editor**

 **Link Dot Net**

**Jun.05 – Jan.08 Editor and Reporter**

**Tour Egypt website and magazine**

**Mar. 07 – Jun. 07 Technical writer and documentation officer (Part time job*)***

 **Mentor Graphics**

**Sep.04 – May 05 Sales Consultants and Customer Service**

 **Exceed Contact Center**

**Apr. 03 – Sep.03 Data Base Organizer and Technical Writer**

**ITWorx**

**Feb. 02 – Aug. 02 Translator**

 **Disney Character Voices International, Inc.**

**Jun. 99 – Sep 99 Reporter**

 **Middle East Times**

# **Other personal information**

**Citizenship**: Egyptian

**Date of Birth:** 11/4/1978

**Gender**: Male

**Religion**: Moslem

**Military Status:** Exempted

**Marital Status**: Married