






# Mohamed Ghanem

## THE OUTPUT OF A CREATIVE SOUL

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Creative and detail-oriented Business with Marketing undergraduate with experience supporting corporate communications, CRM and digital platform audits, and structured email and social media campaigns. Skilled in drafting professional communications, tracking engagement metrics, coordinating with vendors on website improvements, and maintaining organised digital records. Proactive, reliable, and comfortable working independently while quickly adapting to new systems and delivering measurable results.

## SKILLS

- CRM & Contact Management (Audits / Data Hygiene)
- Email & PR Communication
- Social Media content creation and scheduling
- Campaign planning and management
- Engagement Tracking & Performance Reporting
- Visual Content Design (Canva)
- Stakeholder & Vendor Coordination
- Photography & Videography
- WIX website development
- Professional verbal & written communication
- critical thinking & Crisis Management
- Time management

## EDUCATION

### MODERN KNOWLEDGE SCHOOLS

International baccalaureate student

American Diploma

2022 Graduate

### NORTHUMBRIA UNIVERSITY

Business With Marketing

Graduating 2026

### LEEDS BECKETT UNIVERSITY

International Foundation Year

2022-2023

### ABC ACADEMY CERTIFICATIONS

- banking and finance fundamentals
- business continuity
- operational risk
- sustainability
- AML in Bahrain

## LANGUAGE

English | Native & Professional Fluency

Arabic | Native & Professional Fluency

## EXPERIENCE

### INTERN

2016 - Present

*Bank ABC Group - Group Corporate Communications*

- Conducted structured audits of the Group's intranet and public websites (desktop & mobile), coordinating with vendors to implement UX improvements
- Performed social media audits across regional accounts (Jordan, Algeria, Tunisia, Egypt), plus Ila Bank and Ask Fatema AI, providing actionable recommendations
- Tracked engagement metrics across digital platforms to support performance optimisation
- Supported drafting and publishing of press releases and communications for H1 financial announcements and key campaigns
- Contributed to the production of campaign visuals, promotional material design, and brand communication asset

### MARKETING COORDINATOR & SOCIAL MEDIA STRATEGIST

*Bahrain Oasis Auto Auction*

2014 - 2016

- KPI: 214K views | +12% reach | 12.2K interactions | (+58%) increase
- Built the brand's social media strategy from the ground up, informed by audience research and colour psychology to position the brand effectively
- Developed a cohesive visual identity and structured content direction aligned with target audience behaviour
- Produced, scheduled & repurposed social media content (copy + design) using Canva, notion, meta suite, and tik tok
- Recruited and coordinated photographers videographers, & influencer to deliver campaign content pillars aligned with goals and brand identity
- Monitored engagement metrics and adjusted content strategy based on performance insights

### MEDIA AND PR OFFICER

*Bahrain Newcastle Society*

2010 - 2014

- KPI's : 234K views | 60%+ views from non-followers |
- Designed and scheduled Instagram and TikTok content aligned with the society's visual identity
- Produced event photography and video content to increase engagement and visibility
- Managed captions, forms, and communication materials for events