

KARIM IBRAHIM MOHAMED

Senior Graphic Designer | Social Media Marketing | Video Editor

Mansoura, Dakahlia Governorate, Egypt

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PROFESSIONAL SUMMARY

Accomplished Senior Graphic Designer with 5+ years of experience in digital marketing, video production, and multimedia content creation. Leverages advanced design capabilities with AI integration to deliver high-impact visual solutions that enhance brand presence. Demonstrated success in increasing audience engagement, optimizing creative workflows, and managing complex design projects across multiple industries.

CORE SKILLS

- **Design Software:** Advanced Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects)
- **Video Editing:** Motion graphics, post-production, video optimization, storytelling
- **Artificial Intelligence:** AI image generation, AI-assisted design, prompt engineering, AI tools customization
- **Digital Marketing:** Social media campaign management, content creation, performance analytics, SEO
- **Leadership:** Project management, creative direction, team collaboration, client consultation
- **Business Tools:** Microsoft Office Suite (Word, Excel, PowerPoint)

PROFESSIONAL EXPERIENCE

Senior Graphic Designer

TAG Creative Hub | Jan 2025 - Present

- Lead design initiatives for multiple companies owned by TAG
- Create SEO-optimized graphics to improve digital marketing performance
- Develop high-impact sales presentations that strengthen client acquisition efforts
- Implement AI design tools to increase productivity and creative output by 30%

- Demonstrate advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects, AI)
- Direct collaborative team environments and cross-functional projects
- Consistently meet deadlines while working under pressure in fast-paced environment

Senior Graphic Designer

Azzrk Marketing Agency | Jan 2024 - Jan 2025

- Managed comprehensive social media design strategy for all companies owned by Azzrk
- Pioneered integration of AI tools to enhance design efficiency and creative output
- Utilized AI-generated assets and modified them to align with brand guidelines
- Applied advanced Adobe Creative Suite techniques for premium visual solutions
- Demonstrated strong ability to work under pressure and meet tight deadlines
- Collaborated with marketing teams to align visual content with brand strategies

Data Entry Specialist, Pharmacy Department

Delta Hospital, Mansoura | Aug 2022 - Present

- Process and maintain pharmacy inventory database with high accuracy
- Enter and update patient medication records and prescription information
- Generate reports on medication usage and stock levels
- Coordinate with pharmacy staff to ensure accurate record-keeping

Video and Photo Designer

Redtone Sound Recording Studio | Feb 2018 - Aug 2023

- Produced professional promotional videos that increased audience engagement by 25%
- Edited and optimized video content for various social media platforms and client websites
- Designed brand assets including logos and promotional materials for musical artists
- Managed advertising campaigns that increased studio visibility by 30%
- Established verified artist pages on streaming platforms including Spotify and Anghami

Graphic Designer

Al-Hilali Educational Center | Mar 2020 - Sep 2023

- Created over 20 educational book covers and promotional materials for academic programs
- Developed visual identity systems for educational initiatives and marketing campaigns
- Improved project workflow efficiency by 15% through implementation of digital asset management
- Collaborated with educational staff to align visual content with pedagogical objectives

Administrative Assistant, Pharmacy Department

Delta Hospital, Mansoura | Sep 2020 - Aug 2022

- Managed inventory database systems and analyzed sales data, optimizing stock levels by 10%
- Implemented digital tracking system for pharmacy supplies, reducing waste by 12%
- Coordinated with medical teams to maintain compliance with healthcare regulations
- Processed and organized pharmaceutical documentation within electronic record systems

Graphic and Social Media Designer

Al-Adl and Sunset Real Estate Company | May 2019 - Sep 2020

- Designed and developed engaging visual content across multiple social media platforms
- Managed digital marketing campaigns that increased lead generation by 20%
- Created comprehensive visual identity packages for real estate development projects
- Analyzed social media metrics to refine marketing strategies and improve ROI

EDUCATION

Bachelor's Degree in Arabic Commerce

College of Commerce, Al Mansourah University | Sep 2019 - Sep 2023

CERTIFICATIONS

- Advanced Graphic Design Certification
- IT Systems Administration Training

ACHIEVEMENTS

- Transformed corporate design systems, resulting in enhanced brand recognition and consistency
- Contributed innovative design concepts that were adopted as standard practices within design teams
- Redesigned company webpages and social media presence, increasing user engagement by 35%
- Attracted 150+ weekly customers through innovative social media marketing campaigns
- Increased video engagement for a music project by 60,000 views
- Created and verified artist pages on major streaming platforms (Spotify, Anghami)
- Streamlined data entry processes resulting in 15% increase in departmental productivity