

# Ali Ramadan

## GENERAL INFO

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Full Name: Ali Ramadan  
Date of Birth: 14<sup>th</sup> of March 1994  
Nationality: Egypt  
Marital Status: Married  
Location: Obour City, Cairo, Egypt

## CONTACT INFO

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## PROFESSIONAL EXPERIENCE

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Feb 2024 to Present  
(1 year and 5 months)

### Senior Graphic Designer at ASU Career Center

Industry: E-Learning. Company Size: 11-50 employees

Developed and executed creative social media strategies for Facebook, Instagram, and LinkedIn, designing visually engaging content to enhance audience interaction and brand presence.

Managed content creation, including copywriting, visual storytelling, and scheduling posts for optimal engagement and reach.

Designed and optimized print materials (brochures, banners, flyers) and digital assets for major university-wide events, including ASU Employment Fair and ASU Career Week.

Established and maintained a cohesive visual identity for events, ensuring brand consistency across all marketing collateral.

Monitored social media performance, adjusting strategies to maximize engagement and achieve career center objectives.

Feb 2022 to Present  
(3 years and 5 months)

### Social Media Marketing Specialist at Ehab Group Cairo, Egypt

Industry: Retail. Company Size: 51-100 employees

printing design & social media Create creative designs on social media platforms and, to achieve the best interaction

Improving the usability, design, content, and conversion of the company's website.

Writing website content in Arabic and English, product descriptions, pages, and category.

Manage and organize the publication of content on social media, with spelling checking.

Printing designs: promotional magazine designs - personal cards - dual stickers - dangler - flyers - bags - vinyl

Perform review notes and create final print designs, and oversee the print process to ensure color quality and consistency.

Work with the marketing team in order to choose the right design in the right place  
Create promotional videos for products and their perfect presentation

Editing videos, adjusting colors, adding effects, addressing video and audio flickering problems

Keeping abreast of the latest graphic design techniques

Product photography and processing in Photoshop

1 media design

Apr 2019 to Present  
(6 years and 3 months)

**Graphic Designer at Free Lancer**  
Cairo, Egypt

Industry: Retail. Company Size: 101-500 employees

- Create creative designs on social media platforms and GIF, to achieve the best interaction
- Printing designs: promotional magazine designs - personal cards - dual stickers - dangler - flyers - bags - vinyl
- Perform review notes and create final print designs, and oversee the print process to ensure color quality and consistency.
- Work with the marketing team in order to choose the right design in the right place
- Create promotional videos for products and their perfect presentation
- Keeping abreast of the latest graphic design techniques
- Product photography and processing in Photoshop

Jun 2023 to Feb 2024  
(8 months)

**senior graphic designer at Pioneers Now**

Industry: Marketing and Advertising. Company Size: 51-100 employees

Feb 2023 to Jun 2023  
(3 months)

**Marketing Supervisor at Khayrat El Sham**  
Cairo, Egypt

Industry: Food Services/Restaurants/Catering. Company Size: 51-100 employees

- Making the designs that restaurants need, whether online or offline, by making menus, roll-ups, and flags
- Printing designs: promotional magazine designs - personal cards - dual stickers - dangler - flyers - bags - vinyl
- Developing the monthly plan and making a swot analysis, in addition to plans for important occasions such as Mother's Day, Ramadan, holidays, and others

Jan 2020 to Jan 2022  
(2 years)

**Social Media Coordinator at Dream2000**  
Cairo, Egypt

Industry: Retail. Company Size: 51-100 employees

- I worked with the social media team to write content and respond to customer inquiries and complaints
- We work together as a team to achieve and exceed the monthly target
- Create detailed reports on the number of comments, messages, complaints and suggestions and enter them on CRM
- Creating creative ideas (trend) on social media with the work team during brainstorming meetings
- I worked as a graphic designer sometimes (in case of need).

Apr 2015 to Apr 2020  
(5 years)

**Executive Office Manager at Orascom and sameh Azam law firm**  
Cairo, Egypt

Industry: Retail. Company Size: 11-50 employees

## EDUCATION

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2015 **Bachelor's Degree in Law**  
Helwan University, Egypt  
Overall Grade: Good

## ACHIEVEMENTS

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Ali Ramadan – Senior Graphic Designer & Digital Marketing Specialist

Ali Ramadan is a versatile and creative Senior Graphic Designer and Digital Marketing Specialist with over 8 years of experience driving visual communication and marketing strategies across e-learning, retail, and advertising sectors. Based in Cairo, Egypt, Ali brings a unique blend of design mastery, marketing insight, and content development to every project.

Ali began his professional journey in 2015 after earning his Bachelor's Degree in Law from Helwan University. While his academic foundation is rooted in law, his passion for visual storytelling and brand communication led

him to transition into the creative industry. Over the years, he has built a strong portfolio that spans graphic design, content creation, and social media strategy.

Currently, Ali holds the position of Senior Graphic Designer at ASU Career Center, where he contributes to e-learning initiatives through compelling visual content. In parallel.

## **CERTIFICATES AND TRAININGS**

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Apr 2020 **authorized Adobe training Course - photoshop CC 2020**

Apr 2020 **authorized Adobe training Course - illustrator CC 2020**

Apr 2020 **authorized Adobe training Course - in Design CC 2020** at Career College Egypt

Dec 2015 **Sales and Marketing MCIT**

## **LANGUAGES**

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- Arabic: Fluent.
- English: Intermediate.

## **SKILLS**

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- Advanced in E-Marketing, Graphic Design and Marketing.
- Intermediate in Digital Marketing, Social Media and social media marketing.