

Rana Mokhtar

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SUMMARY

Senior content and copy specialist with 8+ years of experience creating clear, engaging, and conversion-focused content across fintech, tech, and digital platforms. Experienced in fast-paced, high-growth environments.

EXPERIENCE

Senior Marketing & Communication Specialist | Delivery Hero | talabat | Tech

Dubai, UAE | June 2024 – Present

Marketing & Communication Specialist | Delivery Hero | talabat

Dubai, UAE | April 2022 – June 2024

- Write and manage content across blogs, CRM, in-app messages, push notifications, banners, landing pages, YouTube videos and product updates.
- Translate complex financial and technical product features into clear, accessible language for mass-market audiences.
- Partner closely with Product Marketing, Growth, and Product teams to ensure content accuracy, alignment with business goals, and consistency in brand voice.
- Support product launches and feature rollouts with user-focused messaging across multiple channels.
- Edit and proofread content to maintain clarity, tone consistency, and high editorial standards.
- Adapt quickly to shifting priorities in a fast-paced, performance-driven environment.

Sr. Social Media Manager | Kijamii | Netflix Team

Cairo, Egypt | July 2021 – September 2021

- Led content strategy and copy aligned with Netflix's global tone and regional relevance.
- Developed daily publishing plans and real-time content.
- Analyzed engagement metrics to refine messaging and creative direction.

Creative Leader | Getsircles Agency

Cairo, Egypt | December 2020 – June 2021

- Led creative ideation and storytelling across multiple accounts.
- Delivered integrated digital campaign copy aligned with brand and platform requirements.
- Managed and mentored a team of three copywriters and content creators.
- Ensured consistency in brand voice across all communication channels.

Marketing Executive | Conrad Dubai | Hospitality

Dubai, UAE | January 2020 – April 2020

- Created guest-facing digital and print content; monitored user-generated feedback and adjusted messaging accordingly.
- Wrote and published F&B promotional content with clear CTAs. Planned and worked on multiple marketing and PR activities
- Photographed and promoted Conrad Dubai hotel and its F&B outlets via social media
- Created visual designs for internal advertising and updates for hotel guests
- Monitored and moderated online inquiries from various platforms including Booking.com,

EDUCATION

Bachelor of Arts

The American University in Cairo (AUC)

Integrated Marketing Communication, 2014

SKILLS

Product Content Writing, Blog & Educational Content, CRM & Lifecycle Messaging, Landing Pages, Campaign Messaging, Editing & Proofreading, Tone of Voice Development

Tools:

Figma, Miro, AppCues, Qualtrics XM, Stripo, Braze, Insider, Strapi, Canva, and WordPress

COURSES

Google UX Design Professional Certificate
(6 months) April 2025

Intro to Figma for Content Designers
UX Content Collective
June 2024

AWARDS

Employee of the month
Talabat, June 2024

Honors

Mass Communication Department, The

Expedia, Google Reviews, TripAdvisor, and social media platforms

Senior Creative Copywriter | Brandworx Agency

Cairo, Egypt | March 2017 – September 2019

- Managed creative pitches and presented campaigns
 - Created creative concepts for 360 campaigns
 - Executed creative ideas for different media including TVC, radio, social media videos, outdoors, activations, and other publications
- Clients: Masr El Kheir NGO, Samsung, Vodafone, Ski Egypt, Magic Planet, and Nissan

Creative Copywriter | Brandworx

Cairo, Egypt | February 2016 – February 2017

Social Media Specialist | Getsircles Agency

Cairo, Egypt | September 2014 – January 2016

- Generated creative online campaigns
 - Visualized the posts for all social media channels
 - Provided catching captions for the various industries
 - Produced short videos and semi-professional photography sessions
- Clients: Cairo Festival City Mall, Rich Bake, El Ezaby Pharmacy, Maybelline, Isis Organic, Brunch, Oxi, Crystal Oil, Carrier, and Midea

Marketing Specialist- Part Time | Begether Tech

Cairo, Egypt | December 2014 – August 2015

- Conducted primary and secondary market research
- Worked on chaino.com and Zingoo App launch plan
- Created and tested messaging approaches through interviews and focus groups.
- Executed and monitored online campaigns

American University in
Cairo
June 2014

**Best Creative
Campaign Award**

IMC Graduation
Projects, The American
University in Cairo
December 2013

LANGUAGES
English [Fluent]
Arabic [Native]
French [Basic]