

Amjad Idris

Social Media Manager | Content Creator | Digital Marketer

Short-Form Video · Content Strategy · Meta Ads · Web Design

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Location Istanbul, Türkiye

Professional Summary

Social media manager and content creator with **2 years of hands-on experience** turning ideas into **short-form content that attracts audiences and supports brand goals**. I run the full content cycle myself: concept and scripting, filming, on-camera presenting and editing, then publishing, Meta ad campaigns and performance tracking. I also **build websites**, and my native Arabic and strong Turkish let me create content tailored to both **Arab and Turkish audiences**.

End-to-End Content
From idea to publish

Meta Ads
Create, manage, track

Reels & Short Video
Script, shoot, edit

Websites
Design & development

Experience

Social Media Manager & Content Creator

2 years

Erada Company · Istanbul, Türkiye

- **Managed the company's digital presence** on Instagram, Facebook and TikTok: planned and published content and engaged the audience in line with marketing goals.
- **Produced reels and short videos end to end**: ideation, scriptwriting, filming and editing through to the final cut.
- **Appeared on camera** as the face of the content, presenting the company's services in a simple, engaging way.
- **Created and managed ad campaigns** with Meta Ads Manager and Meta Business Suite, using results to improve later campaigns.
- **Handled direct client communication** and answered inquiries received through social media pages.
- **Designed visual content and analyzed performance**, and helped develop the company's digital presence through websites and online content.

Selected Projects

DIS TEKNIK — Dental Laboratory

disteknik.com

Professional multilingual website for a dental laboratory: modern design, clear content structure and smooth user experience.

UI Design · User Experience · Multilingual Content

HIBA AL-KHATIB — Skincare Specialist

hibaalkhtib.com

Luxury-style website for a skincare specialist and beauty educator, presenting her services and courses attractively.

Visual Identity · Service Pages · Course Showcase

AMJAD IDRIS — Personal Portfolio

amjadidris.com

My personal website showcasing my work in social media, content creation, digital marketing, design and web development.

Portfolio · Personal Brand · Web Development

Skills

Content & Social Media

Page Management · Content Planning · Scriptwriting · Audience Engagement · Client Communication

Video Production

Reels & Short Video · Filming & Production · Video Editing · On-Camera Presenting

Ads & Marketing

Meta Ads Manager · Meta Business Suite · Performance Tracking · Digital Marketing

Design & Web

Graphic Design · Website Creation · User Experience

Artificial Intelligence

AI Content Creation · Image & Video Generation · AI Creative Workflows

Tools

Canva	Excellent
CapCut	Excellent
Photoshop	Good
Illustrator	Good
Premiere Pro	Good

Languages

Arabic	Native
Turkish	Very good
English	Good

Education

Web Programming & Development

Open Education University

Year 2 · In progress