

# Malak Hossam

New Cairo, First Settlement

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## Career Goal

To build a successful career in the marketing and communication field by applying my experience in content creation, PR, and brand collaboration to develop creative and effective marketing strategies.

## Academic Experience

Mass Media and Communication – Integrated Marketing Communications

Expected to graduate in 2026

The British University in Egypt, El Shorouk, Cairo

Favorite fields of study: Public Relations, Advertising, Multimedia Production

## Extracurricular Activities and Achievements

- Club Member at Smoove in The British University in Egypt (1 year).
- Participated in multiple activities and events organized by the club.

## Work and Internship Experience

**Freelance Model & Content Creator** | Self-employed | 2021 – Present

- Modeled for 500+ brands including Naomi (Saudi Arabia), Shopmii, Go Native, Mitcha, NH Designs, and Bazic.eg.
- Created content for 1000+ brands such as Faveline, Kiko Milano, La Roche-Posay, Maybelline, Sunsilk, Raw African, and YSL.
- Planned and directed shoots, styled looks, and managed brand collaborations.
- Produced social media content to increase engagement and brand visibility.

**PR Manager — LYFE Marketing Agency** | Feb 2024 – Aug 2024

- Managed client PR and influencer collaborations.
- Supported campaign planning and social media strategies.
- Strengthened brand visibility through partnerships and events.

**Reels Creator — Icon Creations (Founded by Ali Shaaban)** | Nov 2025 – Present

- Work in the Reels Creation Department producing creative video content.
- Film, edit, and develop creative ideas for brand reels and social media campaigns.
- Worked with major brands including BMW, Kia, CIB, and Elite Wafer.

## Skills

**Computer:** Canva, Adobe Premiere Pro, Photoshop, CapCut

**Language:** Arabic (Fluent), English (Fluent)

**Personal:** Communication skills, Public relations, Social media management, Photo and video editing, Organization and time management, Teamwork and adaptability, Trend awareness and audience engagement