

YARA GAD

ABOUT ME

I have eleven years of experience in Brand Building, Marketing, Media Production, and as a Brand manager. During my time I learned how to conceptualize fine art in a commercial form according to the need of a target audience based on the ideology & the culture of each society, & that's how I deliver the message effectively through visuals & Content, online & offline platforms, like FB, Instagram, Twitter, Linked in, creative events, and Billboards campaigns.

CONTACT INFO



00201110950691



yara.gad@hotmail.com



Agoza, Giza, EGY



LANGUAGE



ARABIC



ENGLISH



09 SEPT 1990

Portfolio Links

<https://www.behance.net/yaragad>

<https://vimeo.com/user109535586>



EDUCATION

COLLEGE

GRADE

Graphics Communication

2012

★ ★ ★

MASTERS

GRADE

Art Of Seeing

2017

★ ★ ★



ALEXANDRIA UNIVERSITY

Fine Arts

AWARDS

-100 Arabic Photographers around the world, Germany.

Selected to present Egypt as an Egyptian photographer.

-Color Print Biennial Turkey, FIAP "International Federation of Photographic Art".

-Al Safina Exhibition, Egypt.

-1st memorial Of Dr. Miriam abd al Aleem

-100x100 Egiziano. Rome, Italy.

-Private Collection among the Egyptian Embassy in Italy.

-Group Exhibition "Biennial Alexandria, FIAP".

-Membership of FIAP 'La Fédération Internationale de l'Art Photographique'.

-Official Speaker in Adwar youth Conference.

-Official Speaker at CEO Startups Events under 30s.

-Official Speaker in Arab Designer Conference, Cairo.

EXPERIENCE

RPMA networks - Marketing Manager
Dubai - Remotely
April 2021 - PRESENT



SUIT Agency — COO
MAY 2020 - March 2021



- Designing and implementing business operations and Brand marketing Strategies.
- Establishing policies that promote company culture and vision
- Overseeing operations of the company and the work of executive
- Design and implement business strategies, plans and procedures
- Set comprehensive goals for performance and growth
- Oversee daily operations of the company and the work of executives (IT, Marketing, Sales, Finance etc.)
- Lead employees to encourage maximum performance and dedication
- Evaluate performance by analyzing and interpreting data and metrics
- Write and submit reports to the CEO in all matters of importance
- Assist CEO in fundraising ventures
- Participate in expansion activities (investments, acquisitions, corporate alliances etc.)
- Manage relationships with partners/vendors
- Plan and execute a marketing strategy for the organisation and for new and existing products or services
- Oversee the implementation of the marketing strategy
- Develop a brand strategy
- Set and administer an annual marketing budget
- Create and manage a calendar of events such as conferences and thought leadership contributions
- Guide the day-to-day activities of the marketing team and marketing manager
- Continually review changes to the market, consumer trends and the activities of competitors, adjusting the marketing plan if necessary
- Provide tools and materials to enable the sales team to function effectively
- Manage and refine the organisation's social media presence
- Manage and measure marketing campaign costs
- Report on the effectiveness of marketing campaigns using pre-determined KPIs
- Utilise data for marketing campaigns, interrogating the organisation's databases and external data
- Identify new business opportunities
- Conduct market research studies

Paradise Inn Group, Egypt — Area Marketing Director & Brand Manager
April 2019 - MAY 2020 - Contract

Hotels and Resorts, Restaurants and Banquets

(Le Metropole Hotel, Windsor Palace Hotel, Paradise Inn Mamoura Beach)

(SkyView Restaurant , SkyRoof Lounge and Bar, Blue Harbor Restaurant, White angle Restaurant, Sky Yacht Club)

7 Banquets



- Lead the Creative department to evaluate client or company needs, developed Company strategies, and create visual elements for ad campaigns.
- Built marketing programs to support specific marketing objectives across different channels and segments in support of our overall strategic marketing plan.
- Developed business cases for marketing programs at the proposal stage and make recommendations on marketing tactics.
- Built a Company Business book and Brand Guide line for the Group to facilitate the work sequence.

- Hiring, training, and supervising design staff.
- Generate new concepts for our new brands especially Blue Harbor to fit the market needs and develop the brand awareness.
- Training the Creative team on basic designs and the art of seeing to develop the art production.
- Produced Creative Ideas and scripts for Video and media production for the group.
- Lead the Outdoor campaigns.
- New Marketing ideas for walking in guests.
- Troubleshooting design, staff, or process problems as they arise. (Art Directing)
- Ensuring that all aspects of the campaign align with the needs of the client or company.
- Coordinating resources and with other departments to create a cohesive, effective campaign.
- Creating New ideas for banquets and events to increase the offline traffic.
- Work with the other Reservation teams, other internal stakeholders, and Restaurants operation team and vendors.
- Lead the execution of marketing programs from start to finish, driving collaboration with the stakeholders and leveraging the right internal processes.
- Conducting research to better understand brand objectives, target markets, and industry trends.
- Establishing budgets and timelines and delivering the finished campaign within those parameters.
- Evaluation of sales forecasts and relevant financials and reporting on product sales.
- Examples of my Brand Managing success: Increasing all Outlets sales from 900.000 per month to 3.2 million
- Conduct thorough analysis of the brand KPIs and performance.

Pencil Network, Egypt — Founder, Marketing Director and Head of Creative Advertising Team Sept 2015 - August 2019

a full marketing , Branding and software house - The YGians sister company

Services:

Business Plans \ Marketing plans \ Digital Marketing \ Event management \ Graphic Design \
Billboards \ Brand Building \ Mobile Application \ Website Development \ UX/UI \ Media Production
\ Videos - Commercial Photography

- Develop high-quality business strategies and plans
- Ensure strategy alignment with objectives
- Lead with an example and motivate subordinates
- Encourage employee engagement
- Train a high performing managerial team
- Oversee all operations and business activities.
- Make high-quality investing decisions.
- Enforce adherence to legal guidelines and in-house policies.
- Ensure the company's complicity with legal and business ethics.
- Review financial and non-financial reports.
- Give advice for improvement and suggestions for solution.
- Build trusting relations with key partners and stakeholders.
- Maintain contact with important shareholders.
- Train, motivate and lead others.
- Analyze problematic situations and suggest solutions.
- Keep abreast of the markets and industry trends.



USAID, Egypt — Media Producer 2017

Effective planning and services project (EPSP)



Arab Pix / Official Agent 2018 - 2016, Berlin, Germany

- Managed photography program in Egypt under the ArabPix umbrella.
- Manage the photographer's membership for the Arabpix.
- Helding photography exhibition in Egypt.
- Manage Photography Portfolios previews.
- Workshops for photographers, Basics and advanced.



Planning Ministry, Egypt — Media and Event Producer 2017



Desguide Magazine / Editor and Manager of The Art of Seeing Dept. 2017 - 2015, Jeddah,KSA



International Squash Championship, Egypt — Event Management - Media Producer 2015

The YGians, Egypt — Art Director, Media and Event Producer

Sept 2012 - August 2019

Conceptual Fine art Studio (Pencil Network Sister Company)

THE.YGIANS

Media Production:

- Plan, envision and implement creative as well as instructional video productions surpassing client expectations.
- Develop relations between management, outside vendors, site production, post-production, and customer to develop premium products.
- Manage and monitor production inclusive of the crew, talent, timelines as well as location responsibilities.
- Lead and direct transparently along with seeking input from others.
- Perform as part of a creative team partnering with various producers, directors, crew and production management.
- Manage and oversee media product production through the development process.
- Schedule, gather content, manage content, develop a site, QA, bug fixes as well as site roll-out.
- Perform closely with business-side managers and editors to interpret content along with media requirements.
- Ensure to troubleshoot reported errors as well as debug to carefully interpret and solve problems.
- Solve problems proactively in a fast-paced web atmosphere.
- Manage and monitor resources, schedules and media production expectations.
- Identify current and new title-specific product requirements.
- Perform closely with QA and development team to develop products on schedule.
- Identify and convey issues delaying or interrupting media development procedures.
- Interact with top-level staff inclusive of editors, publishers, and senior management.

Events Production :

- Coordinate Technical Needs
- Create Event Concepts
- Perform Site Inspections
- Work with Vendors
- Manage Budgets

Faculty Of Fine Arts / Lecturer

2017 - 2012, Alexandria, Egypt



- Educated students on photography and art of seeing basic design applying a variety of instructional techniques, including hands-on curriculum.
- Worked closely with students to increase positive feedback from parents and boost overall student success.
- Applied various teaching aids to minimize learning gaps and effectively instruct and motivate students.
- Monitored student progress through test administration and adapted learning plans to optimize progress.
- Decreased learning time by initiating new learning methods and ensuring complete student comprehension.
- Created guides and course materials to reiterate lecture information and help students.

Electronic Media Syndicate / Official Photography Tester **2016 - 2014, Egypt**

PuraLife / Art Director

2014 - 2010, Pennsylvania,USA

- Improved quality standards of the company's digital printing process by effectively using Photoshop and lightroom.
- Fostered highly communicative, collaborative team culture on all visual product projects.
- Manage the art of seeing Designed graphics for websites, logos, and promotions for marketing purposes.
- Managed all art and office supply needs for the art department.
- Contributed to the creative process through original ideas and inspiration.
- Collaborated with production on task list creation to meet overall project goals on time.
- Carefully prepared all design layouts into prepress files for offset, web and digital printing.

ERA Organization / Photography Trainer **2015 - 2015, Cairo,Egypt**



UPM / Commercial Photographer-Graphic designer **2012 - 2009, Egypt**

- Planned and prepared for all on-location and studio shoots.
- Maintained productive professional relationships with models and modeling agencies.
- Inspected proofs to ensure the quality of prints, adjusting and retouching as necessary.
- Edited, toned, captioned and uploaded photographs for news publications.
- Performed advanced computer processing of images for assignments.
- Fabricated camera mounts and cases to capture images and protect equipment.
- Defined and recommended detailed solutions to capture images.
- Selected and set up appropriate props, backdrops, and lighting.
- Shot photographs in controlled lab, field and remote environments.
- Photographed high-quality images for both print and internet distribution.

Courses

- ICDL
- Photoshop / illustrator / Indesign
- Body language
- Business plans
- Sales and Types of personalities
- HR intro
- Marketing
- Photography I, II, III
- Light and studio
- Landscape Photography
- Art Direction
- Basic design and the Art of seeing