



MAI ELGARHY

Marketing Manager

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📍 6th of october

EDUCATION

Marketing Diploma

RITI
2013

Digital Marketing
Diploma

E- Marketing
2018

Faculty of arts English
department

helwan univeristy
2007-2011

SKILLS

- Branding
- Digital Marketing
- Copywriting
- SEO
- Market research
- Story writing
- Marketing strategy
- Marketing analysis

LANGUAGES

- ENGLISH
- ARABIC

ABOUT ME

Dynamic marketing manager with a strong drive for success, demonstrated by a track record of developing and executing highly effective marketing strategies. Proficient in pinpointing target audiences, conducting thorough market research, and crafting captivating campaigns that excel in boosting brand recognition and fostering customer engagement. Eager to secure a challenging role to capitalize on my expertise and make a valuable contribution to the ongoing success of an esteemed organization. Possessing eight years of valuable experience in the real estate industry. .

WORK EXPERIENCE

Marketing Manager

2022-present

Brand Investment and Marketing

- Conduct market research to identify target audiences and their needs
- Develop marketing strategies and plans
- Create and manage marketing campaigns
- Oversee the production of marketing materials, such as advertising, brochures, and website content
- Measure the effectiveness of marketing campaigns
- Work with other departments to ensure that marketing efforts are aligned with the company's overall goals
- Manage a team of marketing professionals
- Stay up-to-date on marketing trends and technologies
- Present marketing reports and recommendations to senior management

Digital Marketing section head

2021-2022

hometown developments

- Develop and execute the company's digital marketing strategy
- Manage the website content, including writing and editing copy, creating images and videos, and optimizing for search engines
- Manage social media campaigns, including developing content, scheduling posts, and monitoring engagement
- Conduct SEO research and implement SEO best practices
- Manage PPC advertising campaigns, including setting budgets, creating ads, and tracking results
- Work with other departments to ensure that the company's digital marketing efforts are aligned with its overall business goals
- Stay up-to-date on the latest digital marketing trends and technologies
- manage digital marketing team
- lead and manage team of videographers photographers and editors
- manage end to end production
- manage outside agencies
- Reporting and analysing marketing Kpis and reporting to senior management

Senior digital marketing
Egypt hotels- al mohamdy group

2020-2021

- Plan, execute, and optimize all digital marketing campaigns, including marketing database, email, social media, and display advertising.
- Measure and report on campaign performance, analyzing ROI and KPIs to assess effectiveness and optimize spend based on insights.
- Brainstorm and implement creative growth strategies, conducting experiments and conversion tests to drive continuous improvement.
- Collaborate with internal teams, agencies, and vendors to create optimized user experiences, evaluate emerging technologies, and provide thought leadership for adoption where applicable.

E-marketing specialist
Delta capital for urban development

2018-2020

- Develop and execute quarterly and yearly budgets for digital media campaigns, ensuring allocation of resources to maximize results.
- Analyze ROI and conversion rates on a quarterly and yearly basis to evaluate the effectiveness and profitability of digital marketing efforts.
- Coordinate and manage all digital marketing activities, including creative content creation, communication on social media platforms, and monitoring customer service and moderation. Align digital marketing strategies with company objectives, translating them into actionable plans to support overall marketing goals. Share qualitative content on various social media channels to engage and connect with the target audience.
- Collaborate with internal teams, agencies, and vendors to create optimized user experiences, evaluate emerging technologies, and provide thought leadership for adoption where applicable.

Marketing executive

2015-2018

ERA

- Oversee and develop marketing campaigns, for all market projects conducting research and analyzing data to identify target audiences and define marketing strategies.
- Devise creative ideas and strategies, presenting them to stakeholders for approval and implementation.
- Coordinate promotional activities, including creating and managing advertisements on platforms like Property Finder, and follow up on leads generated.
- Monitor campaign performance, including website analytics and social media engagement, and make data-driven adjustments to optimize results.

Marketing & pr Specialist
Sheraton Dream land hotel

2013-2015

- Manage and optimize social media platforms (Facebook, Instagram, Twitter) by engaging with customers, analyzing social media metrics, creating advertisements, and promoting offers and special discounts through targeted campaigns.
- Handle press releases for PR events and maintain a positive public image of the place by managing the content, responding to inquiries, and ensuring consistent branding across social media channels.

International customer service advisor
vodafone UK

2011-2013

- Collaborate as a team member to deliver exceptional customer service, ensuring that customer needs are met and exceeded at all times.
- Contribute to various tasks such as presentation preparation, escalation of problems, providing feedback, up-selling Vodafone products and services through the NBA project, and producing relevant documents, reports, and presentations