

# ABDELRAHMAN ABDELHAFEEZ

## DIGITAL MARKETING SPECIALIST

El Badrasheen, Giza, Egypt

• +20 1009854903

• abdelrhmanabdelhafeez183@gmail.com

Data-driven professional with over two years of experience in market research, data analysis, and financial reporting. Adept at leveraging technical analysis and strategic insights to optimize business outcomes. Skilled in managing and interpreting data to inform decision-making, with a growing expertise in digital marketing strategies and tools. Currently enhancing technical knowledge to excel in the digital marketing field and deliver impactful campaigns.

## EXPERIENCE

### RESEARCHER & DATA AGGREGATOR

Mubasher Trade  
October 2023 – Present

- Supported the launch of the "Sharikat Mubasher" platform by compiling company profiles and detailed market insights.
- Assisted in gathering and analyzing data for IT companies and startups in Egypt, Saudi Arabia, and the Gulf region.
- Collaborated on financial reporting projects, ensuring accuracy and timely delivery of critical data.

### MARKET RESEARCHER

IMubasher Trade 2022 - 2022

- Conducted in-depth market research to identify emerging trends in financial and digital markets.
- Developed and presented comprehensive reports analyzing competitor activities and customer insights.
- Managed data aggregation and analysis for startups in FinTech, healthcare, and professional services across the GCC region.
- Provided strategic recommendations to enhance client market positioning and outreach strategies.

## SKILLS

- Digital Marketing Strategy Development
- Market Research & Competitor Analysis
- SEO/SEM and Social Media Marketing
- Data Aggregation & Reporting
- Technical Analysis for Performance Metrics
- Project Management
- Advanced Excel & Data Visualization
- Communication & Presentation

## EDUCATION

Bachelor of commerce from Cairo University.

Specialization in Business Administration. | 2020 jun