

# ADHAM HAKIM

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Kite Beach, Umm Suqeim 1. Dubai, UAE

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## GCC INFLUENCERS | BRAND PARTNERSHIPS | MARKETING | BUSINESS DEVELOPMENT | ACCOUNT MANAGEMENT

results-driven Sales & Marketing Professional with experience leading in multinational matrix organizations & brands in GCC. Remarkable track record of accomplishing Top-line & Bottom-line growth, constructing successful rebranding and integrated marketing plans, spearheading high-impact marketing strategies for selective clusters. Passionate about rebuilding, developing, and leveraging “Impossible is Nothing” as an everyday reality for the people, the brands, the influencers, and the communities that we live in.

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### KEY COMPETENCIES

|                                |                               |                                   |
|--------------------------------|-------------------------------|-----------------------------------|
| Influencers marketing          | Report writing and presenting | Strong interpersonal skills       |
| Data-driven strategic planning | Negotiation                   | Leadership & Teamwork             |
| Business Development           | Key Account Management        | Exceptional organisational skills |

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### PROFESSIONAL EXPERIENCE



#### Trifid Media. Dubai, UAE

2019 - Present

##### Business Development Partner

Manage a team of 4 Account Managers, maintain and develop industry knowledge, Identify opportunities, lead initiatives & execute. Participate directly in customer meetings when needed, lead overall company development plans, vet influencer profiles and recruit influencers for campaigns, Execute simultaneous influencer campaigns from A-Z, influencers onboarding and negotiations. Hiring process for the department & Coach new up-comers.



#### Sharks DCNA Entertainment. Dubai, UAE

2017 - 2019

##### Brand Partnerships Manager - Influencers Marketing

Managing the day-to-day client relationship and communications between the agency and the current key clients, support the Associate Business Director to develop and produce effective communication strategies for clients in line with our partnerships objectives and marketing requirements. Collaborate with cross-functional teams (from the agency and/or from the group) across multiple clients/projects in a fast-paced atmosphere to ensure cohesive and efficient campaigns. Monitor closely social media trends and identifying new partnerships opportunities with influencers and current brands. Sourcing new partners and executing exciting partnership solutions. Negotiating attractive partnership deals and ensuring mutually beneficial partnership terms that are in line with business objectives. Maintaining and deepening relationships with existing partners. Developing metrics to measure KPI from partnerships.



#### OKAZ ORG. FOR PRESS & PUBLICATIONS. Jeddah, SA

2016 - 2017

##### Digital Sales Executive

Develop and implement digital sales strategies to achieve and exceed sales targets for okaz.com.sa digital Services. Identify and prospect new business opportunities, conduct market research, and build a robust digital sales pipeline. Engage with prospects and customers to understand their business needs, pain points, and objectives. Conduct services demonstrations and presentations to showcase the features, benefits, and value propositions of our Okaz digital services. Collaborate with the sales team, creative & IT to create customized digital space solutions that meet customer requirements. Negotiate pricing, contracts, and terms. Build and maintain strong relationships with key decision-makers and stakeholders in target accounts.. Manage and grow existing accounts, upselling and cross-selling additional products and services. Stay informed about industry trends, market conditions, and competitor activities.



**UTURN Entertainment (MCN) . Jeddah, SA**  
**Senior Key Account Manager - Direct Clients**

**2013 - 2016**

Deliver the Brand campaign plan and develop corrective actions for performance shortfall or upside based on campaign execution in the short-term. Sell and negotiate, within the agreed parameters set by the YouTube MCN policies. Owns the account process end to end, within relevant stores, including proposals, invoicing, delivery, influencer/YouTubers coordinations. Development and implement a brand-centric campaign development strategy. Set ambitious objectives and drive results through effective teamwork ensuring achievement of KPIs. Manage total campaign spend, along with terms and conditions and transfer of funds and budgets in sync with business objectives. Work closely with the operations team to manage day-to-day operational execution. Collaboratively with sales team build forecast in alignment with the company objectives.



**UTURN Entertainment (MCN) . Istanbul, TR**  
**International Key Account Manager**

**2012 - 2013**

EMEA Client Relationship Management: maintain strong relationships with international clients, serving as their primary point of contact within the company. Gain a deep understanding of the client's business, industry, objectives, and target audience to effectively guide and advise them into GCC market. Coordinate the planning, execution, and delivery of international projects and campaigns, ensuring they are completed on time, within budget, and to the client's satisfaction.



**77 Media Holding. Jeddah, SA**  
**Key Account Manager**

**2011 - 2012**

Gather and document client requirements, objectives, and expectations, and effectively communicate them to GCC teams for project execution. Work closely with cross-functional teams such as creative, strategy, media, and production to develop and deliver high-quality content that meet client objectives. Develop and manage international clients budgets, ensuring profitability for both the agency and the client. Assist in the creation of project proposals, including scoping, pricing, and deliverables, ensuring alignment with client needs and agency capabilities. Address and resolve client concerns or issues promptly and effectively, maintaining a high level of client satisfaction. Manage client contracts, ensuring compliance and timely renewals or extensions.



**Creative Data systems. Jeddah, SA**  
**Account Manager**

**2006 - 2011**

Successfully manages multiple suppliers, partners and clients to ensure we reach successful outcomes for both the client and CDS. Meets and exceeds revenue targets. Keeps stakeholders informed of project progress at all times and manages expectations proactively. Identifies, pursues and converts organic growth opportunities and supports the management & conversion of new business opportunities. Leverages client relationships for introductions to additional business units and brands.



**Orascom Development. Cairo, EG**  
**Sales Executive - Intern**

**2005 - 2006**

Assist in handling pricing of entire ORASCOM projects. Assist in preparing, tracking, and managing the sales functions. Gather function data and assist in analyze it. Draw reasonable conclusions from the data analysis exercise. Understanding the dynamics of real estate market in Egypt.

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## EDUCATION & CERTIFICATIONS

### Master of Business Administration (M.B.A.)

2012 -

Majors: Marketing/Marketing Management, General  
**Yeditepe University. Istanbul, TR**

### MIS, Business Administration (Bs. Science)

2003 - 2006

Majors: Marketing/Marketing Management, General  
**El Shorouk Academy. Cairo, EGY**

### General Secondary Education (G.S.E.C)

2003 - 2006

High School/Secondary  
**Sadat Military School. Cairo, EGY**

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## EXTRACURRICULAR ACTIVITIES



### Sighted Volunteer

Be My Eyes

Aug 2018 - Present · 5 yrs 1 mo  
Social Services



### Volunteer Staff

Young Initiative Group

Jan 2010 - Jan 2015 · 5 yrs



### Volunteer

Dubai Police HQ

Feb 2019 - Present · 4 yrs 7 mos



### Coordinator of Volunteers

Expo 2020 Dubai

Nov 2021 - Jan 2022 · 3 mos  
Social Services