

# Aml Adel

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## Business Developer

Experienced Senior Business Developer with expertise in sales, lead generation, and market expansion.

Skilled in building client relationships, negotiating deals, and developing growth strategies to increase revenue.

Adept at market research, business strategy, and partnership development.

Strong communicator with a proactive approach, focused on achieving business goals and improving profitability.

## EXPERIENCE

**Hive Studio (Creative Agency) • Egypt • 11/2024 — Present**

### Senior Business Development Specialist

- Advise customers and make presentations that persuade potential clients.
- Search and identify new leads outside Egypt to ensure that sales pipeline targets are met
- Organize sales visits & learn opportunities
- Arrange and prepare customer meetings.
- Follow up on leads generated including qualification and conversion.
- To maintain HiveStudio's long-lasting relationships with existing clients to ensure an understanding of their changing needs.
- Developing and managing inside sales account plans/profiles for key accounts in association with the Director.
- Track and manage prospects through the Hive Studio CRM database with client information and
- Provide sales campaign information and management reports.
- Understand the client's business and technical needs and present these to project managers to ensure the product will satisfy the client's needs.
- Achieve the goal of each quarter's sales.
- Maintaining and developing relationships with existing customers.
- Acting as a contact between a company and its existing and potential markets.
- Negotiating the terms of an agreement and closing sales.
- Making 'pitches', along with other agency staff, to try to win new business for the agency.
- Gathering market and customer information.
- Creating detailed proposal documents, often as part of a formal bidding process
- Performing a monthly full sales report with all activities and % of Target achievement.
- Attend team meetings and share best practices with a colleague.

**Freelance, self • Egypt • 07/2021 — 11/2024**

### Social Media Marketing Specialist

- Campaign Planning.
- Content on Social Media.
- Social Media KPIs.
- Online Branding.
- Copywriting.

**Madar Software • Saudi Arabia (Remote) • 11/2022 — 10/2023**

### Digital Sales Specialist

- Drive digital revenue growth for the company; take revenue share out of the market, and create new digital business.

- Locate and contact potential clients to offer their firm's advertising services
- Explain to clients how specific types of advertising will help ( promote their products or services in the most effective way).
- Provide clients with estimates of the costs of advertising products or services.
- Process all correspondence and paperwork related to accounts.
- Prepare and deliver sales presentations to new and existing clients.
- Inform clients of available options for advertising art, formats, or features and provide samples of previous work for other clients.
- Design, plan and launch sales campaigns aligned with business goals.
- Coordinate with other departments for daily tasks and operations (e.g. website, blogs, press releases, and podcasts).
- Market research and new opportunities mapping.
- keep effective communication with current and past partners.
- Maintain a strong online company voice through different communication channels.
- Suggest and implement direct sales methods to increase profitability.
- Monitor ROI and KPIs.
- Stay uptodate with digital media developments.
- keep records of daily work and update reports.

#### **Budget Digital Marketing • Egypt • 06/2022 — 08/2022**

##### **Sales Account Manager**

- Managing accounts for long-term success.
- Establishing a good rapport with clients.
- Plan and implement digital strategies for clients
- Set up a list of KPIs to track for each client.
- Keep abreast with new trends in digital technology.
- Developing new sales opportunities.
- Preparing reports on accounts and transactions.
- Tracking account targets.
- Monitoring sales.

#### **Jazeel Digital Marketing • Egypt • 09/2021 — 05/2022**

##### **Sales Account Manager**

- Manage a portfolio of accounts
- Develop positive relationships with clients
- Plan and write Digital Marketing agency proposals.
- Resolve conflicts and provide solutions to clients in a timely manner

#### **Brand Kite • Egypt • 08/2021 — 10/2021**

##### **Content Writer**

###### **Internship**

- Skills: Copywriting

#### **VIRAL • Egypt • 04/2021 — 07/2021**

##### **Content Writer**

###### **Internship**

- Skills: Copywriting

#### **Telecom Egypt • Egypt • 05/2018 — 11/2019**

##### **Digital Support Specialist**

(chatting and social media specialist).

- Answered user inquiries regarding internet, computer software or hardware operation to resolve problems.

**COMFORT HOME COLLECTION • Egypt • 04/2015 — 09/2017**

**Store Manager**

- Organized training for new team members and routine retraining for established employees to keep all associates operating consistently.
- Prepared schedules and assignments to meet short and longterm business demands.
- Managed daily workloads by organizing effective schedules and delegating tasks.
- make daily and monthly reports .

**COMFORT HOME COLLECTION • Egypt • 09/2014 — 03/2015**

**Sales Specialist**

- Recommended products based on individual customer business needs and practices.
- Handled customers problems .
- achieve the target .

**vodafone • Egypt**

**Customer Service**

- Helped clients with technical questions.
- Improved customers' experiences by suggesting suitable offers.
- Sold products to customers during routine service calls using strong crossselling abilities.

**EDUCATION**

**Bachelor in Business/Commerce, General**

Ain Shams University • Cairo, Egypt

- Completed foundational studies in accounting, marketing, and business management. Pursued additional coursework in digital marketing and sales strategy to strengthen skills aligned with business development roles.

**CERTIFICATIONS**

**Digital Marketing Diploma • 03/2022**

Learn N' Digital Academy

**Social Media Marketing Foundations • 01/2021**

LinkedIn Learning

**Content Marketing Foundations • 10/2020**

LinkedIn Learning

**SEO Foundations • 10/2020**

LinkedIn Learning

**Business and Entrepreneurship Skills • 10/2020**

Microsoft

**Negotiation skills • 10/2020**

Microsoft

## **Graphic Design Diploma • 01/2019**

Perla for training center

## **Analysis of companies and organizations&How to start your own business. • 01/2014**

EL Fiky International Foundation for Human Development

## **ICDL • 11/2013**

compusoft

### **SKILLS**

**Business Skills** Cold Calling, Business-to-Business (B2B), Sales, Negotiation, Marketing Strategy

**Marketing Skills** Content Marketing, Digital Marketing, Social Media Marketing, Search Engine Optimization (SEO), Email Marketing

**Technical Skills** HTML, Google Ads, Google Analytics

**Interpersonal Skills** Communication, Teamwork, Emotional Intelligence, Problem Solving, Public Speaking

**Administrative Skills** Administration, Customer Experience, Customer Satisfaction, Multitasking, Decision-Making

### **LANGUAGES**

- **Arabic**  
Native or bilingual proficiency
- **English**  
Professional working proficiency