

AZIZA ABOUSTEIT

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Professional Summary

Seeking a managerial position in a multi-national environment. Highly passionate about working with people, teaching and training others, interpreting Data, analyzing alternatives, setting up new systems and procedures, multitasking, questioning and working well under stress. Technology savvy and methodical in my approach, striving for a high degree of precision. Continually upgrading my professional skills and being an early adapter of new technologies. Proficient with a vast array of digital marketing techniques as well as programming languages. Highly organized, proactive thinker and communicator, natural troubleshooter and solutions-provider, and highly detail-oriented. Work independently and very well in teams to meet deadlines. Maintain utmost discretion when dealing with sensitive topics.

Skills

- Detail-oriented
- Social Media Expert
- Excellent written and verbal communication in Arabic and English
- Multitasking and problem solving
- Works well under pressure
- Team player as well as working independently
- Organizational and time management skills
- Excellent computer skills (software and hardware) as well as presentation preparation
- Excellent administrative skills such as travel arrangements, event planning, maintain schedules, taking appointments, filtering calls and online research

Work History

Freelancer, 12/2012 to 05/2016

Self Employed – Toronto, Canada

- Email & SMS Campaigns deployment including database segmentation & filtering, landing pages building & testing, creating subject line, tracking and reporting.
- Facebook Marketing & promotion campaigns including creating ads, targeting relevant audience, bidding, monitoring, tracking and experimenting.
- Google Adwords campaigns including keyword generation, bidding, targeting and reporting.
- Experience with web analytics reporting using Google Analytics.

- Create campaign components, which include distribution databases, data segmentation rules, campaign documents, forms and reports.
- Pull performance data for reporting purpose, pour into Excel report templates and ensure that team leaders receive it in specified time frames.
- Data manipulation and maintenance including imports/exports, parsing, queries, working in advanced MS Excel with good experience with MS Access.
- Manage all aspects of website design, buying domain and choosing the right name, content creation and optimization, maintenance and administration.
- Works alongside programmers and graphic designers to build websites, forms and landing pages.
- An ability to analyze and report on technical issues.
- Provide quality assurance on creative deliverable.
- Landing page building and testing.
- Create personas.
- Recommended new ideas and innovations to help clients move forward.

Business Unit Director, 09/2002 to 05/2011

Smart Group – Cairo, Egypt

- Supervised a team of 11 employees and 30 drivers.
- Conducted daily, weekly and monthly analysis of cars not rented or still in repair and incorporated findings by investigating the reasons for delay in repair.
- Helped on having positive reviews about the company on major travel blogs by encouraging customers to write about their rental experience.
- Reduced car repairs expenses through aggressive negotiations with vendors.
- Built a strong relationship with vendors in the Gulf and Egypt and negotiated for best purchasing prices and terms of payment.
- Maintained good relations with customers (corporate/individuals) through solving any issues and making sure they are offered best rates.
- Persuaded management to minimize its spending in offline advertising and maximize online advertising.
- Launched several banners on online directories.
- Searched for an online CRM system to handle booking and customers' Management as well as the Fleet Management.
- Made some changes to the ready made system and trained employees on how to use it, having a hard time enforcing them to move to the new system.
- Succeeded in putting its websites on first page on Google through organic SEO, thus increased traffic.

Operations Manager, 01/1996 to 06/2000

Smart Limo – Cairo, Egypt

- Established the procedures for Smart Limo as one of the "Smart Group" companies, going through every step from feasibility studies to projected cash flow and market forecast, to even receiving a license and permission to operate the fleet.
- Applied for license and followed documents approvals at various governmental departments.
- Hiring talents including drivers, sales, marketing and account managers.
- Scheduled and coordinated meetings, appointments and travel arrangements for the CEO.
- Increased customers\' database by double in 3 years by offering gift vouchers for sign ups.
- Started the rental company in 1996 with a fleet of 82 cars and reached 500 cars in 2011.
- Created a database program for a car rental company using MS Access.
- Managed offline marketing in local Magazines and Newspapers.

Education

MBA: Business Administration, 2002

San Francisco State University - San Francisco, CA, USA

Certificate: Digital Analytics, 2014

University of British Columbia - Canada

Nationality

- Egyptian
- Canadian

Languages

- Arabic (native)
- English (fluent)
- German (fluent)
- French (average)