



Profile Statement:

Experienced Marketing Executive with five years experience of working in multiple disciplines and categories from Servicing clients and project management to consulting and business development across various markets. Interested in Tech, Growth Marketing, and Strategy.

Professional Experience:

Marketing Lead - Invofox

Madrid | May 23 – Now

- Established the marketing department for a B2B SaaS company.
- Leading a squad, effectively launching and managing marketing campaigns across two markets (Spain & US)
- Achieved 5x return on marketing spend in the first year. All from leads directly generated through marketing efforts.

Strategy Associate - ripplemark

Cairo | Jun 21 – Sep 22

- Created a full-scale digital marketing strategy for one of the leading real-estate developers in Egypt, Palm Hills. The strategy tackled their entire customer journey, with a focus on lead scoring. Below are a few of the elements that were included in the strategy:
 - Situational analysis using primary and secondary research.
 - Fully mapped out workflow across various departments within the company
 - Inbound marketing technical enablement (Social, Longform content, SEO, Email Marketing)
- Consulted & created a full-scale growth strategy for ONE by EFG Hermes, an online trading platform. Some of the elements covered are: The growth mindset, The growth hacking process & tactics, and creating the Growth team.
- Crafting tailored proposals for prospects and onboarding them.
- Assisted in creating a digital marketing course focused on Content Marketing

Account Executive - ripplemark

Cairo | Nov 20 – Jun 21

- Responsible for leading the account's growth by closely working with the performance and creative teams.
- Handling all communications with the client.
- Effectively analyzing and reporting on multiple elements in the digital marketing sphere. e.g., UX/UI audits, SEO audits, SEM and FB ads performance...etc.
- Portfolio includes exhibitions, e-commerce websites, a YouTube channel, and mobile apps
- Venturing outside my comfort zone to achieve the maximum possible growth, this is done by learning something new weekly.

Media Buyer & Media Analyst - Mo4

Cairo | Dec 19 – Oct 20

- Creating and executing paid media campaigns
- Analytical reporting in various forms using a variety of online tools (Sprinklr, Netbase)
- Client Portfolio: Coca Cola, Gouna, Stanley, DeWalt, Black & Decker, Marriott, Majid Al Futtaim

Marketing & Communication Specialist - MAB Institute

Cairo | Mar 19 – Sep 19

- Co-developed the marketing activities for transforming digital solutions.
- Responsible for liaising with Media outlets and third parties
- Project management and execution of various digital marketing campaigns

Education:

TBS - Education (Barcelona)

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MSc in Digital Transformation & Business Innovation

Misr International University

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BA Business Administration & International Trade - Major: Marketing Minor: Economics