

Mohamed Ibrahim Fahim

I am an ambitious problem solver with a passion for online businesses, Playing a challenging role in a fast-paced working environment in the field of Marketing/Advertising, where contributed strategic initiatives and out-of-the-box creative marketing concepts can be implemented making a significant impact in the market utilizing thoughtful leadership and communication skills.



Personal data

Date of birth: 19/01/1989

Nationality: Egyptian

Address: 13 Abdo Badran St. Manial Elroda

E-mail: m.fahim@blitzegypt.com

Phone number: 0111 968 8966

Marital Status: Single.

Military service: Exempted



Education

Moktam Academy (2006 – 2011).

Bachelor degree in Computer Science

Arab Academy for Science, Technology and Maritime Transport (2018-2020).

Master of Business Administration – MBA



Activities

Member in Bedaytna association for charity. (2011-till now).



Work experience

New Touch Company

Graphic Designer & Web Developer Specialist.



NEWTOUCH
Advertising & Media Production

February 2009 - April 2011

Duties:

Designing many websites with Joomla, Word Press, jQuery, flash sites. Creating and established dynamic query in ess.mx, designed Vbulletin forum, Word Press, Joomla, & html themes & template from A: Z, creating graphic designs, and Motion designs.

Most Important projects:

- **Injaz Holding Company:** The main role is being a Network Consultant, managing Computer Services and the whole project.
- **Telescope Productions Company:** The main role is as 3d programmer, media effect, and Photoshop designer.
- **Mohamed Mahmoud Lawyers company :** The main role is designing their web site

Etisal Company

Customer Care Agent



May 2011 - September 2012

Duties:

- Worked as a customer care agent "project Etisalat".
- Promoted to Act as a team leader for 5 month and half.

TE Data Company

Oracle Developer Credit Control Specialist "enterprise"



October 2012 - November 2012

Duties:

- Follow Up Team (Pre Lunched)



Lady Egypt Tours

Web Designer & Social Media Specialist

November 2012 - April 2013

Duties:

- Writing and editing content
- Designing webpage layout
- Determining technical requirements
- Updating websites
- Creating back up files
- Solving code problems



Metropolitan Consulting

Senior Web Designer & Digital Marketing Specialist

April 2013 - December 2013

Duties:

- Responsible for working on a range of projects, designing appealing websites and
- Interacting on a daily basis with graphic designers, back-end developers and marketers.
- Developing and maintaining the front end functionality of websites
- Designing prototypes for apps and websites
- Creating logos, banners and buttons for websites.
- Writing cross browser compliant XHTML, CSS & JavaScript
- Simultaneously managing several databases and reporting tools
- Contacting external webmasters to confirm link placements
- Provide guidance to other team members on web development issues.
- Developing websites that have a consistent feel and look throughout all web properties
- Providing technical support to end users.
- Identifying and correcting software deficiencies
- Devising SEO strategies based around specific



Alwatania Poultry Egypt

Branding & Communication Supervisor

December 2013 – January 2017

Duties:

- Design & develop company web site / Responsible for the corporate web site in terms of updates, appearance, or any other improvements required to maintain its rating value.
- Register the company on business web sites and manage these accounts.
- Gather marketing related data from the internet.
- Conduct E-Marketing campaigns by mail shots or any other media.
- Search Engine Optimization (SEO) / Keyword Research.
- Mobile Landing Page Design & Optimization.
- QRCode Design & Optimization.
- Web Analytics Training using Google Analytics /Google Ad Sense /Google AD Words /Google Insight / Google Web master Tools.
- Social Media Marketing.
- Design Multimedia videos for our company.
- Facebook Campaign administration / Facebook Fan page administrator.
- Twitter, Google+ & YouTube Channels Administrator.
- Follow-up on customers' accounts.
- Conduct competitive research, analysis and Services pricing.
- Coordinate the planning and executions of online activities. .
- Provide recommendations for plan/product development..
- Develop & initiate marketing Activities and strategies.
- Updates our database with all information and data for Competitors and global markets.
- Prepare and copy writing for content of blog, Face book ... etc
- Design and layout for Face book use and prepare e-marketing campaigns reports.
- Attend taste campaigns to photograph photos for website and Face book page.
- Attend & help in Al-Watania exhibitions.
- Collecting information and data from e-marketing companies.
- Attend & review rehearsals Print.
- Work on barcode.
- Go to the hypermarket to discuss some of the problems faced by customers.
- Follow-up call center problems.
- Follow-up & report about worker protest in our slaughterhouse.
- Follow-up with customers online to answer all of their inquiry and complaint and redirect them to the right department.
- Develop & execute Above the line (ATL) promotional activities (Radio, Tv, Newspapers, Magazines, Outdoors, Press)
- Develop & execute Through the line (TTL) advertising strategy (Banners, Social Media, Events)
- Develop & execute Below the line (BTL) communication activities (Contextual text ads, vertical banners, Email marketing, Telemarketing)



Raneen (Home Appliances)

1) Digital Marketing Manager

January 2017- March 2017

Duties:

- Build and execute social media strategy through competitive research, platform determination, benchmarking, and messaging and audience identification.
- Generate, edit, publish and share daily content (original text, images, video or HTML).
- Set up and optimize company pages within each platform to increase the visibility of company's social content.
- Continuously improve by capturing and analyzing the appropriate social data/metrics, insights and best practices, and then acting on the information.
- Adhering to digital brand standards, manage and create content, optimize for SEO/SEM and manage analytics for all digital-marketing related activities including social media sites and digital marketing campaigns.
- Manage marketing presence on other ecommerce channels.
- Lead the strategy, development, execution and optimization of paid digital efforts, including display advertising, mobile, SEM and SEO.
- Analyze and report on customer behavior insights.
- Develop and write digital content and maintain content publishing editorial calendar
- Ensure digital design is optimized for branding, impact, SEO, web development, etc.
- Identify opportunities for applying new technologies, digital products and services to online campaigns

2) Application Development Manager

March 2017- December 2017

Duties:

- Plans, assigns and directs the activities of professional and technical personnel involved in the design, development and systems analysis functions required to create new computer applications programs or install and implement software purchased from outside vendors.
- Reviews and analyzes existing applications programs and programs in development to ensure efficiency and effectiveness of those programs.
- Conducts meetings with senior level employees to determine data processing requirements based on new project priorities, changes in legislation and system needs.
- Assigns and reviews the design layout for programs required for special projects.
- Reviews performance of applications programs to ensure program efficiency, program documentation, and to ensure that output meets the needs of user departments.
- Prepares regular reports for the CEO showing functioning of the system, status of program development and division needs.
- Provides technical information required in the preparation of annual budget figures for the Applications Development Division, including needs for upgrading hardware and software and resources needed to ensure timely response to needs of user departments.

As-Sonbolah for food industries

Brand Manager

January 2018 – December 2018.

Duties:

- Responsible for the corporate web site in terms of updates, appearance, or any other improvements required to maintain its rating value.
- Register the company on business web sites and manage these accounts.
- Gather marketing related data from the internet and the market.
- Conduct E-Marketing campaigns by mail shots or any other media.
- Search Engine Optimization (SEO) / Keyword Research.
- Mobile Landing Page Design & Optimization.
- QRCode Design & Optimization.
- Web Analytics Training using Google Analytics /Google Ad Sense /Google AD Words /Google Insight / Google Web master Tools.
- Social Media Marketing.
- Design Multimedia videos for our company.
- Facebook Campaign administration / Facebook Fan page administrator.
- Twitter, Google+ & YouTube Channels Administrator.
- Follow-up on customers' accounts.
- Conduct competitive research, analysis and Services pricing.
- Coordinate the planning and executions of online activities.
- Provide recommendations for plan/product development.
- Develop & initiate marketing Activities and strategies.
- Updates our database with all information and data for Competitors and global markets.
- Prepare and copy writing for content of blog, Facebook ... etc.
- Design and layout for Face book use and prepare e-marketing campaigns reports.
- Attend taste campaigns to photograph photos for website and Facebook page.
- Collecting information and data from marketing companies.
- Attend & review rehearsals Print.
- Go to the hypermarket to discuss some of the problems faced by customers.
- Follow-up with customers online to answer all of their inquiry and complaint and redirect them to the right department.
- Develop & execute Above the line (ATL) promotional activities (Radio, Tv, Newspapers, Magazines, Outdoors, Press)
- Develop & execute Through the line (TTL) advertising strategy (Banners, Social Media, Events)
- Develop & execute Below the line (BTL) communication activities (Contextual text ads, vertical banners, Email marketing, Telemarketing)

Keden International

Digital Marketing Manager (6 Brands)

Duties:

Team Specific:

- Utilize the team, colleagues, other resources and agencies to deliver Keden digital marketing strategy across all marketing communications programs.
- Manage/maintain Keden suite of websites/apps and other digital properties, improving the usability, design, content, data capture and conversion conducting quarterly reviews making recommendations for improvements based on data analysis
- Manage the Digital Marketing team and lead associated relationships (e.g. UX/UI, web design & build (in partnership with IT), SEO/PPC, Content, Social & CRM Marketing and other requirements on a needs basis)
- Devising strategies to drive online traffic / data capture / conversions through the suite of University websites and digital assets
- Manage the redesign / rebuild of all Keden websites/apps and other digital properties, improving the usability, design, content and conversion
- Tracking conversion rates and making improvements to the website based on a variety of data sources (Google Analytics, user testing, focus groups and other sources).
- develop / consult on marketing campaigns and techniques with the Brand & Campaign Marketing team, ensuring a range of digital marketing techniques within wider marketing plans (including SEO, PPC, and programmatic) are utilized
- develop the CRM strategy and subsequent rollout plan
- develop the social media strategy and subsequent rollout plan
- Set, deliver, monitor and evaluate the digital training needs for all areas of the company (with a focus on websites)
- Planning and budgetary control of all digital marketing, evaluating customer research, market conditions and competitor data
- Review existing relationships / join internal working groups / new technologies to help keep the company at the forefront of developments in digital marketing
- Any other duties required which are appropriate to the grade of the post.

Strategy:

- Generate Keden digital marketing strategy, integrating seamlessly with other disciplines as required
- Conduct supplier review (as necessary), to ensure delivery of all digital marketing requirements

Deployment:

- Utilize internal / supplier resources effectively to ensure delivery of all digital marketing requirements
- Monitor / evaluate to improve future activity via a test, learn, refine program of activity

Management (team and suppliers):

- Management of all social media and moderation team
- Management direct reports
- Manage digital agency relationships (e.g. UX/UI, web design & build, SEO/PPC), ensuring all projects are managed to brief and delivered on time and on budget
- Ensure all suppliers are selected in accordance with procurement procedures

Websites: development & maintenance:

- Working with a variety of internal teams / external suppliers, manage / maintain Keden suite of websites (and other digital assets)
- Lead quarterly reviews making recommendations for improvements based on data analysis
- Lead the improvement of Keden websites, apps and other digital properties, with a focus on:
 - User journeys (UX/UI), with a view to optimize conversion from interest to application
 - Usability
 - Content creation, rollout, analysis, refinement
 - Data capture / CRM integration
 - Social integration
- Ensure all projects are correctly scoped, briefed, and brought in on time and on budget
- Work with the Brand & Campaign Marketing team, agencies and other stakeholders to:
 - Develop strategies to drive online traffic through the suite of Keden websites
 - Drive data capture / applications through the suite of Keden websites
 - Drive cross-selling opportunities
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Content:

- Develop the content strategy and subsequent rollout plan
- Work with a variety of stakeholders (Content team, Brand & Campaign Marketing, IT, external suppliers and others), to ensure relevant, accurate content is showcased and optimized
- Ensure the content produced meets:
 - Audience expectations / requirements
 - Feeds into SEO programme
 - Keden brands & tone of voice guidelines
- Review the content calendar & associated gathering process & make recommendations for streamlining
- Regular analysis to ensure content marketing efficiency
- Develop policing protocols to ensure accuracy of content

Social media:

- Develop the Social strategy and subsequent rollout plan
- Continually optimize the Social outputs

SEO/PPC

- Ensure active management of SEO programmes in line with significant industry developments which reduce overall effectiveness (e.g. Google updates)
- Ensure all SEO/PPC programmes are monitored and refined to maximize effectiveness

Digital marketing campaigns:

- Develop / consult on quarterly marketing plans
- Ensure proposed digital marketing campaigns delivered through the Brand & Campaign Marketing team utilise a range of digital marketing techniques within wider marketing plans (including SEO, PPC, Content, and programmatic)
- Review internal / agency reporting making recommendations for future improvements



مستشفيات أندلسية
ANDALUSIA HOSPITALS

Andalusia Hospitals

Digital Marketing Manager

October 2019 – Till Now

Team Specific:

- Utilize the team, colleagues, other resources and agencies to deliver Andalusia digital marketing strategy across all marketing communications programs.
- Manage/maintain Andalusia suite of websites/apps and other digital properties, improving the usability, design, content, data capture and conversion conducting quarterly reviews making recommendations for improvements based on data analysis
- Manage the Digital Marketing team and lead associated relationships (e.g. UX/UI, web design & build (in partnership with IT), SEO/PPC, Content, Social & CRM Marketing and other requirements on a needs basis)
- Devising strategies to drive online traffic / data capture / conversions through the suite of University websites and digital assets
- Manage the redesign / rebuild of all Andalusia websites/apps and other digital properties, improving the usability, design, content and conversion
- Tracking conversion rates and making improvements to the website based on a variety of data sources (Google Analytics, user testing, focus groups and other sources).
- develop / consult on marketing campaigns and techniques with the Brand & Campaign Marketing team, ensuring a range of digital marketing techniques within wider marketing plans (including SEO, PPC, and programmatic) are utilized
- develop the CRM strategy and subsequent rollout plan
- develop the social media strategy and subsequent rollout plan
- Set, deliver, monitor and evaluate the digital training needs for all areas of the company (with a focus on websites)
- Planning and budgetary control of all digital marketing, evaluating customer research, market conditions and competitor data
- Review existing relationships / join internal working groups / new technologies to help keep the company at the forefront of developments in digital marketing
- Any other duties required which are appropriate to the grade of the post.

Strategy:

- Generate Andalusia digital marketing strategy, integrating seamlessly with other disciplines as required.
- Conduct supplier review (as necessary), to ensure delivery of all digital marketing requirements.

Deployment:

- Utilize internal / supplier resources effectively to ensure delivery of all digital marketing requirements
- Monitor / evaluate to improve future activity via a test, learn, refine program of activity

Social media:

- Develop the Social strategy and subsequent rollout plan
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SEO/PPC

- Ensure active management of SEO programmes in line with significant industry developments which reduce overall effectiveness (e.g. Google updates)
- Ensure all SEO/PPC programmes are monitored and refined to maximize effectiveness.

Designing & Web Development Skills

- Knowledge of PHP, CSS, XML , JavaScript/jQuery, Ajax , ASP.net and CorelDraw
- Experience in using Dreamweaver (HTML, HTM, SQL Server, Others)
- Good knowledge of the latest browsers compatibility issues (IE, Firefox, Safari, Chrome, etc.)
- Awareness of the Web Development industry, and new technologies
- Social Media Monetization Strategies
- Writing up technical manuals and user instructions.
- Strategically thinking through all parts of the design process
- Knowledge of payment **processing**, customs clearance and multicurrency pricing.
- Knowledge of international web standards and protocols
- Graphics: Photoshop, Adobe Flash, Swish max, Illustrator, In Design
- Media: Working in Aftereffect all version, Snagit9 video capture, Moviemaker, Windows media Package

Professional Skills

- Able to organize own workload effectively and priorities tasks
- Can quickly understand business requirements and then translate these into functional requirements
- Having a passion for customer service & responding quickly to enquiries
- Can manage multiple projects in a fast paced, deadline driven environment
- Adapt able and able to quickly pick up new techniques
- Understanding of W3C standards, web accessibility & best practice
- Lead creative development and create motivating stimulus to get targeted population to “take action”
- Establish performance specifications, cost and price parameters, market applications and sales estimates
- Measure and report performance of all marketing campaigns, and assess against goals (ROI and KPIs)
- Align the company around the brand’s direction, choices and tactics
- Above the line (ATL) promotional activities.
- Through the line (TTL) advertising strategy
- Below the line (BTL) communication activities

Language skills:

- **Arabic:** Mother Language.
- **English:** Very good.