

Mohamed Ibrahim Fahim

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EXECUTIVE SUMMARY:

- Seasoned marketing professional with exceptional track record in marketing, brand management and strategic analysis for FMCG brands
- Effective at conceptualizing marketing plans through creative and innovative thinking and executing brand marketing campaigns aimed to establish brand awareness, increase sales, and grow overall revenue of organization.
- Proven track record for identifying and capitalizing on new business opportunities through strategic brand positioning and implementation of effective marketing programs.
- Strong understanding of consumer, customer, and shopper markets across countries.
- Excellent communication and interpersonal skills towards building relationships at all organizational levels. Strong team player/builder in supporting multi-functional teams to achieve business goals.

KEY SKILLS:

Brand Management | Market Analysis & Research | A/B Strategic Marketing | Consumer Strategies New Product Development, Innovation & Launch | Strategy Planning & Implementation | Digital Marketing

PROFESSIONAL EXPERIENCE:

MARKETING MANAGER

SaadEddin – Riyadh - Saudi Arabia

- Plan and execute all marketing strategies and plans for 5 brands (SaadEddin Pastry – SaadEddin Café – SaadEddin Catering – SaadEddin Wholesale – SaadEddin Restaurant)
- Leads the development of multi-channel, integrated marketing, branding strategies, and activities within a specific business unit or department.
- Develops, manages, and tracks marketing budgets, timelines, and processes from kickoff to execution.
- Establishes and maintains processes to ensure effective and timely development and execution of programs within the defined budget.
- Manages execution details of marketing programs and initiatives with visual merchandising and visual communications partners.
- Presents marketing strategies and execution details to senior leadership, management, and other departments.
- Leads or develops cross-functional teams in support of marketing activities. Coordinates with other departments to ensure marketing and communication initiatives are aligned with the global brand strategic direction.
- Manages relationships with internal and external creative teams, agencies, and vendors to develop integrated customer communication materials.
- May lead efforts to track marketing performance, gather consumer insights, and analyze or evaluate program effectiveness. Shares findings with other departments and integrates findings into future marketing activities and initiatives.



SAADEDIN
Nov 2024 – Till Now

GROUP MARKETING MANAGER

Esnad Real Estate & Esnad Hospitality (3 Brands) – Jeddah - Saudi Arabia

ESNAD اسناد
Jun 2023 – July 2024

- Plan and execute all marketing strategies and plans for 3 brands (Esnad Real Estate Valuation – Jawharat Jabal Omar – Esso Coffee)
- Leads the development of multi-channel, integrated marketing, branding strategies, and activities within a specific business unit or department.
- Develops, manages, and tracks marketing budgets, timelines, and processes from kickoff to execution.
- Establishes and maintains processes to ensure effective and timely development and execution of programs within the defined budget.
- Manages execution details of marketing programs and initiatives with visual merchandising and visual communications partners.
- Presents marketing strategies and execution details to senior leadership, management, and other departments.
- Leads or develops cross-functional teams in support of marketing activities. Coordinates with other departments to ensure marketing and communication initiatives are aligned with the global brand strategic direction.
- Manages relationships with internal and external creative teams, agencies, and vendors to develop integrated customer communication materials.
- May lead efforts to track marketing performance, gather consumer insights, and analyze or evaluate program effectiveness. Shares findings with other departments and integrates findings into future marketing activities and initiatives.

DIGITAL MARKETING & ECOMMERCE MANAGER

UNIONAIRE GROUP TECHNOLOGY (3 Brands) - CAIRO – EGYPT

unionaire
Feb 2022 – March 2023

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media, and display advertising campaigns.
- Design, build and maintain our social media presence.
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights and optimize spend and performance based on the insights.
- Brainstorm new and creative growth strategies.
- Plan, execute, and measure experiments and conversion tests.
- Collaborate with internal teams to create landing pages and optimize user experience.
- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points.
- Instrument conversion points and optimize user funnels.
- Collaborate with agencies and other vendor partners.
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate.
- Manage all online activity in relation to traffic acquisition, sales, conversion and a/b testing and reporting.
- Develop and implement ecommerce strategy to improve website performance.
- Work with developers to improve website speed.
- Re-Platforming website to new CMS, making website mobile capable.
- Research market to discover new trends and technologies in order to improve website performance.

SIGNIFICANT HIGHLIGHTS:

- Grew eCommerce sales 5M per year to 40M only in 10 Months
- Best online Ramadan campaign results compared to previous years.

BRAND MANAGER

CLASS A TRADING AGENCIES (10 Brands) - CAIRO - EGYPT



Feb 2020 – Jan 2022

- Lead team of 8 executives in managing annual budget of 2.5 million EGP to drive growth for FMCG brands, including Sante, Calnort, HealthyMill, MagicMoments, Freyma's, LongChips, FlyingGoose, Stroopwafel, Foodzino & More.
- Develop global and regional brand management strategy for products including ATL, BTL, public relations, and sponsorship for both overall brand and product brands. Translate global brand concepts to regional level and integrate all aspects of brand marketing to achieve cohesive uniform message across markets.
- Monitor market trends, research consumer markets and competitors' activities to identify opportunities and key issues.
- Recommend and tailor product strategies to ensure maximum margins and market share for each brand.
- Monitor and analyze product landscape using retail audit data to provide accurate forecast planning and consumer insights.

SIGNIFICANT HIGHLIGHTS:

- Grew sales of Healthy products to an all-time high of 240 million EGP (33% increase) through roll out of new sub lines, targeting niche consumer preference in diverse market.
- Achieved 100% increase in all products online sales brand by liaising with digital marketing team, conducting extensive market research, and tailoring of marketing materials to captivate target audience.
- Led expansion of Sante, HealthyMill, MagicMoments & Calnort products through targeted marketing and branding campaigns.

DIGITAL MARKETING MANAGER

KEDEN INTERNATIONAL (6 Brands) - RAYIDAH – SAUDI ARABIA



Jan 2019 – Feb 2020

- Successfully established community engagement through content marketing, which resulted to a quick growth with a 35% engagement rate.
- Created effective content strategy with high engagement and user retention rate.
- Established a social media KPI (Key Performance Indicators) metrics to determine the ROI of efforts.
- Launched a user generated campaign that received almost 200 entries on its first day.
- Provided continuous feedback to the development team and created projects to increase in brands engagement.
- Created social paid strategy, which included high performing campaigns with 5% CTR.

BRAND MANAGER

AS-SONBOLAH FOR FOOD INDUSTRIES – CAIRO - EGYPT



Jan 2018 – Jan 2019

- responsible for all corporate and retail marketing, advertising, event planning/managing, outreach, and product and company and design initiatives with sales of over 8 million in revenue annually.
- Monitor market trends and oversee advertising and marketing activities to ensure the right message is delivered for this craft beer brand.
- Worked closely with agencies in the development and launch of company website including, graphic design, copy, and layout and delivered under budget and on time, while reducing expenses.
- Work directly with CEO to develop marketing plans and initiatives to increase sales, brand awareness, and to execute all marketing functions.
- responsible for all the development of products and packaging, defining targets, budgets and goals and initiated new marketing procedures and policies to enhance customer experience within the retail establishments.

DIGITAL MARKETING & ECOMMERCE MANAGER

RANEEN FOR HOME APPLIANCES (2 Brands) - CAIRO – EGYPT

- 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.
- 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.



Dec 2013 – Jan 2017

BRANDING & COMMUNICATION SUPERVISOR

ALWATANIA POULTRY EGYPT – GIZA – EGYPT

- 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.
- Facebook Campaign administration / Facebook Fan page administrator.
- 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
- 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)



SENIOR WEB DESIGNER & DIGITAL MARKETING SPECIALIST
METROPOLITAN CONSULTING – CAIRO - EGYPT

April 2013 – Dec 2013

- Worked on a range of projects, designing appealing websites and Interacting daily 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.



SENIOR WEB DESIGNER & SOCIAL M SPECIALIST
LADY EGYPT TOURS – GIZA – EGYPT

Nov 2012 – April 2013

- Writing and editing content
- Designing webpage layout
- Determining technical requirements
- Updating websites
- Creating back up files
- Providing technical support to end users.
- Identifying and correcting software deficiencies
- Devising SEO strategies based around specific.
- Solving code problems

ORACLE DEVELOPER
TEDATA – CAIRO - EGYPT



Oct 2012 – Nov 2012

- Follow Up Team (Pre Lunch)

CUSTOMER CARE REPRESENTATIVE
ETISALAT MISR - CAIRO – EGYPT



May 2011 – Sep 2012

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



WEB DEVELOPER & GRAPHIC DESIGNER
NEW TOUCH COMPANY - CAIRO – EGYPT



Feb 2009 – April 2011

Designing many websites with Joomla, WordPress, 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.

PERSONAL DATA:

- Date of birth: 19/01/1989
- Nationality: Egyptian
- Address: 13 Abdo Badran St. Manial Alroda, Cairo - Egypt.
- Location: RQSA3206 Al Ouzai St. AlSalam Dist. Riyadh – Saudi Arabia
- E-mail: m.fahim@blitzegypt.com
- Phone number: +201119688966 - +966543703283
- Marital Status: Single.
- Military service: Exempted

EDUCATION:

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|---|--------------------------------|
| • Bachelor degree in Computer Science | Mokktam Academy (2006 – 2011). |
| • Master of Business Administration – MBA | AAST (2019 – 2021) |
| • Sales & Marketing Diploma | AUC (2015) |

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 & Media: All Adobe Package

WORKING SKILLS:

- Strategic planning and development.
- Able to organize own workload effectively and priorities tasks.
- Can quickly understand business requirements and then translate these into functional requirements.
- 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:

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