

# Eman Hossam Eldin Mohamed

## Marketing Manager

Address: Cairo – Egypt

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## Professional Summary:

Ambitious marketing coordinator with an eye for branding and more than a decade of experience working in many industries. Highly experienced with coordinating and overseeing a variety of different marketing activities, such as meeting with clients, discussing branding strategies, and establishing marketing goals. Specialize in refining customer experiences and competitor activities to gain leverage during marketing campaigns and help clients reach their objectives. Adept at understanding the results of marketing efforts and refining strategies to contribute to additional success.

## Education:

2002-2007 B.Sc. in Electrical (Electronics & Communication Engineering)

Faculty of Electronic Engineering

Menoufia University Overall Grade: Good.

Project: Test Antenna and Measurement

Project Grade: Excellent

## Experience:



### Digital Marketing Manager & Account Manager

Webbingstone – Jan 2020, Working from Home

- Creating a Marketing plan " representative for presentation "
- follow up ROI
- communication, and deal with customer
- Create and maintain creatives for marketing materials
- Coordinate meetings with marketing partners and executive team members
- Update and gather marketing sales and trends reports
- Attend team meetings to discuss upcoming sales goals and objectives
- Monitor marketing trends and company social media accounts
- overseeing and developing marketing campaigns
- conducting research and analyzing data to identify and define audiences
- devising and presenting ideas and strategies
- promotional activities
- compiling and distributing financial and statistical information
- writing and proofreading creative copy
- maintaining websites and looking at data analytics

- organizing events and product exhibitions
- updating databases and using a customer relationship management (CRM) system
- coordinating internal marketing and an organization's culture
- monitoring performance
- managing campaigns on social media

### **Media Buyer responsibilities**

- Help identify target audiences and plan media campaigns
- Compare and negotiate rates, ad space and airtime
- Optimize plans and budgets according to the best media mix
- Prepare schedules and adjust when needed
- Experiment with new platforms and channels
- Ensure ads are creative and displayed appropriately
- Monitor costs and return on investment (ROI)
- Reports



### **Marketing coordinator & Account Manager KAAPH KSA – June 2020, Working from Home**

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## **Marketing Manager**

**Sigma Imp. & Exp : Dec 2017- Jun 2020**



### **• Marketing Manager**

- Implements marketing and advertising campaigns by assembling and analyzing sales forecasts; preparing marketing and advertising strategies, plans, and objectives; planning and organizing promotional presentations; updating calendars.
- Keeps promotional materials ready by coordinating requirements with graphics department; inventorying stock; placing orders; verifying receipt.
- Supports sales staff by providing sales data, market trends, forecasts, account analyses, new product information; relaying customer services requests.
- Plans meetings and trade shows by identifying, assembling, and coordinating requirements; establishing contacts; developing schedules and assignments; coordinating mailing lists.
- Monitors budgets by comparing and analyzing actual results with plans and forecasts.
- Accomplishes organization goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
- Monitored the effectiveness of online marketing strategies, including social media sites and blogs.
- Developed a variety of marketing tools, such as brochures, and figured out which clients could benefit.
- Worked directly with marketing managers and provided support during ongoing campaigns.
- Brainstormed about marketing strategies and applied new methods to various client plans.

## **Event Coordinator:**

- Coordinate with vendors, exhibitors and stakeholders during event planning
- Create and distribute event listing pages on social media websites
- Manage event set up, tear down and follow-ups
- Establish standardized event procedures and train staff into properly executing them
- Build and adhere to an event budget to avoid project overruns
- Track event key performance areas and identify items to work on for future events

## **Skills**

- Experience with many forms of marketing, including strategizing and online marketing
- Ability to work within pre-determined marketing budgets and allocate funds to meet client objectives -Strong organization skills that contribute to successful campaigns and satisfied clients -Highly familiar with different marketing techniques and how to apply them to client campaigns
- Proficient with tracking platforms and basic forms of technology needed to run a successful marketing firm
- Committed to staying on top of the latest marketing techniques while also pursuing additional education
- Excellent communication skills that ensure client needs are heard and goals are followed through from the start

## **Marketing coordinator**

### **Freelancer Marketing: Jan 2015- 2017**

### **HLine for Design & Production: Jan 2013 – Jan 2015**

#### **Marketing coordinator**



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### **Job Responsibilities:**

- Providing recaps and insights into the performance of content marketing campaigns that tell the story and provide insights into future performance
- Work with and manage external resources and vendors to develop, write, edit, and distribute content
- Provide weekly analytics reports on email marketing and blog performance
- Help develop and execute content strategies for clients that drive awareness, thought leadership, and demand for their products, services and solutions
- Create original content and drive compelling storytelling to improve engagement with our prospects, partners and customers
- Content development and management including: topic brainstorming, editing and researching
- Shoots a variety of online-only content when required
- Ensures timely delivery of content to various video players and FTPs at optimum video and audio quality
- Performs basic editing of content through a variety of video editing tools
- Oversees and schedules special event live streams
- Writes lively descriptions, teasers and introductions for videos
- Contribute and assist in writing news stories
- experience in digital video production, video editing o
- production or applicable program
- Proficient in digital video production software including Sony Vegas , Adobe Premiere,
- Experience with XML, HTML, metadata and video language; training in other multimedia tools is definitely an asset
- Ability to work independently and as part of a team in a fast-paced newsroom environment under tight deadlines

## IT engineer

### Infinity ISP: May2010– Jan2013



- Updating and monitoring IT user accounts.
- Maintenance & management of the Critical Windows based Server Environment.
- Maintaining up to date Antivirus levels on all machines company wide.
- Working on Active Directory accounts, configuration of laptops.
- Managing and monitoring of backups in multiple locations.
- Providing maintenance support and break-fix solutions.
- Follow documented processes i.e. implementing change control procedures.
- Producing reports for senior managers.
- Troubleshooting technical problems and implementing solutions.
- Purchasing of IT Equipment and software in line within agreed budgets.
- Responsible for the fast and accurate troubleshooting of reported faults.
- Providing technical support via helpdesk systems for a wide range of internal & external applications

### Administrative Responsibilities:

- Management of Mail Server (Microsoft Exchange Server 2007 - Merak Ver. 8.0 )
- Monitoring Access Servers & Radius MRTG, to dictate and correct any failure
- Management of Domain Servers
  
- Management of DNS Servers
- Management of Active Directory
- Management for Web Hosting using Control Panel ([Plesk](#))
- Management for Web Hosting using ([Cpanel](#))
- Management Domain Registrar Providers
- Managing backups

## **IT Helpdesk June 2008 – May2010**

Responsible for taking & logging incoming calls & providing efficient customer support for all 1st Line issues relating to Servers, Desktops, Laptops and peripherals. Supporting over 500 users & on average answering 40 IT calls a day.

### **Helpdesk Responsibilities:**

- Receiving customer's technical problems related to ISP network connectivity.
- Provide end-to-end support for local and remote users in person, via phone or by email. Diagnose and resolve common connectivity problems with switches, routers and firewalls
- Troubleshooting CPE problems, PC related problems (hardware & software)
- Proactively identify and resolve hardware, software and operations issues
- Troubleshooting and email configuration Outlook Express, Outlook 2007, Outlook 2003, Outlook 2000, Windows Email ,Thunderbird ,Eudora, Opera , IncrediEmail ,Pegasus problems and all email related problems.
- Troubleshooting ADSL Problems with customers via-phone and solve the problem or open T.T. to escalate the problem to another departments who responsible for such problems, then they feed me back to follow up with the customers.
- Making configuration for routers (all types) for all customers via-phone
- Installing and configuring computer hardware, software, systems, networks, printers, scanners and diagnosing and solving computer software and hardware faults
- Network Management hardware (ADSL Routers – Switch's - VoIP )
- Wireless LANs Management, Security Encryption
- Network installation and troubleshooting.
- TCP/IP Protocol, IP Addressing, Routing, Security, NAT ,Switching
- Techniques WAN, PPP + ISDN, Frame Relay

## Language Skills

**Arabic** : Mother language.

**English** : Good spoken and written.

## Courses



### **MCSA: Windows Server 2012**

**Apr 2015- May 2015**

**70-410** Installing and Configuring Windows Server 2012

**70-411** Administering Windows Server 2012

**70-412** Configuring Advanced Windows Server 2012 Service

### **MCSE: Server Infrastructure**

**Jun 2015- Aug 2015**

**70-413** Designing and Implementing a Server Infrastructure

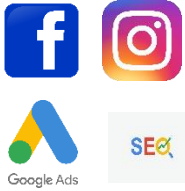
**70-414** Implementing an Advanced Server Infrastructure



### **CCNA Certified** **Jun 2015- Aug 2015**

**200-120** CISCO Certified Network Associate





## Professional Diploma Digital Marketing

- Target the right audience Facebook & Instagram
- Setting up customizes audience
- Setting look alike audience
- Reach campaigns
- Engagement campaigns
- Lead generation campaigns
- Bidding and budget
- How to setup for the highest return and lowest cost

### Content Creator:

- Content Marketing (Definitions and History).
- Brand and Buyer Persona
- Media types (Owned, Paid and Earned).
- Content Copyrights
- The Concepts and Landscape of the CM Industry
- Using inbound Marketing for Lead Generation

### Google Ads

- Create, launch, optimize, and oversee Google Ads PPC

### SEO

- analyzes and tests a Search Engine Optimization changes a website so it is optimized for search engines, and the website subsequently ranks higher in the search results on major search engines such as Google and Bing.



## Professional Diploma in Web Design:

**Jun 2015- Mar 2015**

HTML 5 & CSS Essentials  
Java Script Fundamentals  
jQuery  
Bootstrap  
Photoshop CC for Web  
Dreamweaver CC Core  
Edge Animate CC Core

## Personal Skills

- ❑ Very Good communication skills.
- ❑ Hard worker.
- ❑ Active personality.
- ❑ Willing to take responsibilities.
- ❑ Team work spirit.
- ❑ Time Management
- ❑ Problem solving skills
- ❑ Communication
- ❑ Project management
- ❑ Creativity
- ❑ Analytical
- ❑ Technology
- ❑ Decision-making

## General Knowledge and interest

- ✓ Human Development NGOs
- ✓ Meditation
- ✓ Yoga
- ✓ Electronics
- ✓ Origami D.I.Y
- ✓ Sport
- ✓ Reading

All references are available on requirement



**YAT LEARNING**  
**YAT Certificate Transcript**  
 Name: **EMAN HOSSAM ELDIN MOHAMED**  
 Track: **YAT Professional Diploma in Web Design**  
 Start Date: **22-Jun-2017**  
 End Date: **08-Aug-2017**  
 Duration: **87 Hours**

Course ID	Course Title	Hours	Grade
YAT001	Introduction to Web Design	1	A
YAT002	HTML & CSS Fundamentals	16	A
YAT003	JavaScript Fundamentals	16	A
YAT004	jQuery Fundamentals	16	A
YAT005	PHP Fundamentals	16	A
YAT006	MySQL Fundamentals	16	A
YAT007	Web Security Fundamentals	16	A
YAT008	Final Project	16	A
<b>Total</b>	<b>87 Hours</b>	<b>87</b>	<b>A</b>

Issued by: *[Signature]*  
 Name & Address: *[Signature]*  
 Chief Executive Officer  
**YAT LEARNING**  
 08-Aug-2017

