



MARKETING PROFESSIONAL

EDUCATION

MBA IN MARKETING

University Of Northampton
Current

DIGITAL MARKETING CERTIFICATE
Canadian Chamber
2020

BACHELOR OF BUSINESS FINANCIAL INSTITUTION

University of Wales
2014

LANGUAGES

Arabic
MOTHER TONGUE

English
NEAR NATIVE



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Area
Egypt, Cairo, Elshrouq city

ZIAD MOHAMED MOHAMED TAWFIC

MARKETING MANAGER

OBJECTIVE

A marketing expert with a huge passion for marketing, media, advertising, and technology and ten years of working experience in media, marketing and promotion, media planning, sponsorship, and ad sales marketing seeks the position of Integrated Marketing to work with the team in building highly effective advertising solutions for clients.

WORK EXPERIENCE

Marketing Section Head

May-present Al-Rabat Properties, Cairo Egypt

- Overseeing marketing department.
- Evaluating and developing our marketing strategy and marketing plan.
- Planning, directing, and coordinating marketing efforts.
- Communicating the marketing plan.
- Researching demand for our products and services.
- Competitor research.
- Working with sales department to develop pricing strategies to maximize profits and market share while balancing customer satisfaction.
- Identifying potential customers.
- Developing promotions with advertising managers.
- Understanding and developing budgets and finance, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.



Marketing Manger

2019-2020 Keden International Riyadh, KSA

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door.
- Deploy successful marketing campaigns and own their implementation from ideation to execution. Experiment with a variety of organic and paid acquisition channels like content creation , pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, performance analysis.
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups.
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals.
- Analyze consumer behavior and adjust email and advertising campaigns accordingly
- Developing a pricing strategy that maximizes profits and market share but considers customer satisfaction.
- Identifying new customers.
- Supporting sales and lead generation efforts.
- Creating promotions with advertising managers.
- Understanding and developing budgets, including expenditures, research and development appropriations, return-on-investment and profit-loss projections.
- Organizing company conferences, trade shows, and major events.
- Building brand awareness and positioning.
- Researching demand for the organization's products and services.
- Evaluating competitors.
- Directing, planning and coordinating marketing efforts.
- Evaluating and maintaining a marketing strategy.
- Maintain partnerships with media agencies.



COMPUTER SKILLS

- Ms Office
(Word, Power point, Excel, Access)



- Hootsuite



- Constant Contact



ERP Systems

- AX Dynamics



- Microtech



- SAP (Fair)



PERSONAL SKILLS

- Ambitious and self-confident.
- Hard worker.
- Analytical thinking skills.
- Have initiative and ideas and can work alone or as part of a team.
- Get on well with people at all levels, easily making good working relationships.
- Self-motivated and have the ability to work under challenging time constraints.
- Adaptable and quick to learn new skills
- Flexible & Creative.
- Very good presentation skills.
- Leadership.

Channel Representative

2017-2019 Arab Tourism Organization (HUBooking.com) Jeddah, KSA

- Setting up new channel partners and overseeing the on-boarding process.
- Implementing channel marketing plans set out by the channel marketing team.
- Working closely with sales teams within the channel partner to train and advise.
- Regularly meeting with counterparts with partner organization.
- Monthly reporting on sales KPI's within channel partners.
- Working to sales and revenue targets as set by the Sales Director.
- Giving feedback to the marketing team on the success of sales promotions.
- Addressing customer service issues as raised by the channel partner.
- Identifying and reaching out to new potential channel partners.
- Working on cross selling opportunities within the organization.



E-Marketing Executive

2016-2017 Ethraa Future Riyadh, KSA

- Assist in the formulation of strategies to build a lasting digital connection with consumers.
- Plan and monitor the ongoing company presence on social media (Twitter, Facebook etc.).
- Launch optimized online adverts through Google Ad words, Facebook etc. to increase company and brand awareness.
- Be actively involved in SEO efforts (keyword, image optimization etc.).
- Prepare online newsletters and promotional emails and organize their distribution through various channels.



Marketing Executive for the central Region (Entertainment Division)

2015-2016 Al Hokair Group Riyadh, KSA

- Communicating with target audiences and managing customer relationships.
- Sourcing advertising opportunities and placing adverts in the press or on the radio.
- Managing the production of marketing materials, including leaflets, posters and newsletters.
- Liaising with designers and printers, organizing photo shoots.
- Arranging the effective distribution of marketing materials.
- Maintaining and updating customer databases.
- Organizing and attending events such as conferences, seminars, receptions and exhibitions



جموعة الحكير
al hokair group

Marketing Specialist

2012-2015 Children's cancer Hospital 57357 Cairo, Egypt

- Coordinating between Departments (Editing, Media Production, Designing & Marketing).
- Managing all Social Media Advertising Campaigns.
- Report billings for all the Social Media Campaigns.
- Preparing Media plans for all Advertising Agencies.
- Help Marketing Manager to prepare the Message Published.
- Initiated a new Donation Program (57357 Heroes).
- Researches and analyses a variety of marketing information, including market trends, pricing schedules, competitor offerings, product specifications, and demographic data.
- Presents findings to marketing teams to help guide the direction and activities of the department.



مؤسسة مستشفى سرطان
الأطفال - مصر
Children's Cancer Hospital
Foundation - Egypt

Quality Control Specialist

2008-2012 A.C. Nielsen Cairo, Egypt

- Filling up applications and surveys.
- Handling customer's complaints.
- Represent the company's services.
- Report to the team supervisor.
- Market Research.

