

# HAZEM MOBAREK

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## PERSONAL STATEMENT

Nationally award-winning Marcom professional with 16 years of experience leading corporate marketing and internal communications for multimillion-dollar companies across consumer Industry in the field of distributors, channel management, account management, product road mapping, marketing & business development.

## WORK HISTORY

### Electrolux

Jeddah, Saudi Arabia  
Jun 2020 - Jun 2021

#### ● Marketing Communications Manager (GCC)

Manage corporate marketing and communications functions, overseeing a \$2M budget and an 8-member team. Direct brand management, PR, media relations, corporate positioning, product launches, advertising, sales collateral, and trade show marketing served as a primary copywriter on advertising campaigns, cost-effective marketing management and vendor negotiations

- Specialize in the design of static visuals for a wide variety of channels, including product interfaces, social media, and display advertising

### Beko

Jeddah, Saudi Arabia  
Apr 2019 - Apr 2020

#### ● Trade Marketing Manager (GCC)

Led market launch of 30 new products. Identified opportunities, researched new product possibilities, collaborated with the production team, and created campaigns generating \$20 M in annual sales.

- Analyzing data for reporting and optimizing advertising campaigns.
- Programmatic experience with Google Marketing Platforms - DV360, CM360, SA360
- Customer Experience Measurement (NPS), FLS & Spare Parts Planning

### Electrolux

Jeddah, Saudi Arabia  
Aug 2018 - Apr 2019

#### ● Shopper Marketing Manager ( Levant )

Developed marketing programs, Produced media kit that demonstrated key marketing analytics and demographics for use in a sales presentation, maintain branding visibility and ensure exclusive shopper in-store experience

- Manage digital analytics projects and media campaigns through the full account management life cycle

### Philips

Jeddah, Saudi Arabia  
Nov 2017 - Aug 2018

#### ● Key Account Manager

Expanded client commercial base by 40 % in one year by consistently delivering goal surpassing marketing results and ensuring complete client satisfaction

- Forming new distribution partnerships and working with product line teams to introduce products suited to the consumer and adaptable for the market(DA&HC)

### Electrolux

Jeddah, Saudi Arabia  
Feb 2015 - Oct 2017

#### ● Product Manager ( Saudi Arabia & Bahrain)

Managing the launch of new products Conducting market research and analyzing industry trends,manage the log of quality reports and other quality documentation

- Maximized distribution and visibility of the brand, dominated all relevant channels for distributing and merchandising the company's product

### Blackberry

Jeddah, Saudi Arabia  
Jan 2011 - Jan 2015

#### ● Business Development Manager (Saudi & UAE )

Retail operation with more than \$ 40 M, customer service, marketing communications

### LG

Jeddah, Saudi Arabia  
Oct 2008 - Jan 2011

#### ● Assistant Product Manager

Supply chain, PSI, marketing activity, channel distribution

## Matager Finanical Service

Jeddah, Saudi Arbai  
Mar 2006 - Sep 2008

### Group C1

Jeddah, Saudi Arabia  
Oct 2004 - Oct 2008

● Assistant Branch Manager

● Accountant

## QUALIFICATIONS

### Ain Shams Univerisrty

Cairo, Egypt  
2000 - 2004

● Business Adminstration

### Ain Shams University

Cairo, Egypt  
2004

● Bachelor

## TECHNICAL SKILLS

- Media Buying, Digital Marketing, Public & Media Relations
- E-commerce operations
- Project Management
- Product Positioning & Branding
- Procurement logistics
- Google Analytics, Firebase, Adobe Analytics, Google Cloud Platform

## PERSONAL SKILLS

### Marketing Communications Manager

overseeing a \$2 M budget and an 8-member team

### Product Manager

launch of new products Conducting market research and analyzing industry trends

### Business Development

Retail operation with more than \$ 40 M

### Positive attitude

Being calm and cheerful when things go wrong.

### Communication

listen and say information clearly

### Self-management

Minimum supervision

### Willingness to learn

learn new things to improve my skills

## INTERESTS

- Digital
- IMC, creative, digital and social campaigns
- Photoshop and Illustrator skills

## REFEREES

Referees available on request.