Mahmoud Resume



MAHMOUD





DIGITAL MARKETING SKILLS



* Inbound Marketing
* Content Marketing
* Google Analytics
* Google AdWords
* Mobile Marketing
* Email Marketing
* SEO
* PPC
* CRM
* Consumer insights
* Analyses data
* Design
* Social Media
* HTML / CSS

Mahmoud.370067@2freemail.com



OBJECTIVE



A Proven Professional Marketer in Digital and Direct marketing. I am seeking a challenging opportunity to plan and execute Marketing strategy where my skills, education, extensive training and many years

of experience can be fully utilized

EXPERIENCE



**Marketing Manager / Elevation Burger**

DEC 2016 To Jun 2017

Dubai / UAE

* Managing all marketing for the company and activities within the marketing department.
* Overseeing the company’s marketing budget.
* Planning and implementing promotional campaigns.
* Manage and Implement Digital Marketing strategy
* Design, build and maintain our social media presence
* Conduct marketing Research
* Collaborate with agencies and other vendor partners

**ACCOUNT MANAGER / EMIRATES ISLAMIC BANK**

Feb 2015 To Nov 2016

Dubai / UAE

* Retain and grow share of existed clients base

• Acquire new to bank clients to sustain and increase the bank’s profitability

* Support the overall growth of the SME portfolio
* Develop and execute appropriate elements of the customer strategy
* Identify client’s requirements for credit facilities and preparing credit proposals

**DIGITAL MARKETING EXECUTIVE / SAMSUNG ELECTRONICS**

Jan 2014 To Jan 2015

Alexandria / Egypt

* Assist in Digital marketing plans and execute publishing calendar
* Manage the production and effective execution of digital marketing campaigns.
* Manage daily social media presence and social media monitoring
* Create content for Social media and the web
* Monitor campaign performance reports and analyzing key marketing performance indicators



Mahmoud Resume



DIRECT MARKETING SKILLS



* PR
* Marketing strategy
* Market Research
* Budgeting
* Communication skills
* Competitor trends
* Team leading
* Campaigns Leading
* Trade Marketing



PROFESSIONAL MEMBERSHIPS AND AFFILIATIONS



* Charted institute of marketing
* Internet marketing Association
* American Marketing Association
*  Mahmoud.370067@2freemail.com



**MARKETING EXECUTIVE / SAMSUNG ELECTRONICS**

Jan 2011 To Dec 2013

Alexandria / Egypt

* Reporting and analysis primary market research, conduct secondary research
* Manage marketing budgets and ensure the resources are fully utilized
* Responsible for the marketing materials, including leaflets, posters, flyers, newsletters
* Update and Improved the target segments with the market situation
* Responsible for Trade Marketing Activity and monitor competitors Activity
* Responsible for coordinating advertising signs and internal design inside and outside shops, Shop-IN-Shop, Outlet shops, promotional exhibition in area

**MARKETING RESEARCH SPECIALIST / SAMSUNG**

**ELECTRONICS**

June 2009 To Jan 2011

Alexandria / Egypt

* Conduct all Market research for primary research activity
* Coordinating with research agency and daily report
* Manage events for product and brand awareness
* Responsible for all trade marketing activity and competitor Activity and analysis



EDUCATION



* **Bachelor** in Management Information Systems, Alexandriauniversity, Egypt

Class 2007

* **L6 Professional Marketing Diploma** strategy / Digital ,Charted institute of marketing, London

(Expected Dec 2017)

* **AdWords Certificate**, From Google
* **Inbound Marketing** certificate, From Hubspot
* **Sales and Marketing** certificate, From University of NY
* **Building Relationship** certificate, From University of NY
* **Facebook Blueprint**
* SEO / SEM / Social marketing Courses

