

Ahmed Ezzat Ali

Building 15, Street 500, New Maadi
Maadi, Cairo Governorate, 11931
00201094485130
ahmed.019.ezzt@gmail.com

Quality-oriented professional with 11+ years of experience and a proven knowledge of Marketing & Brand Management, Digital Marketing, and General Management. Aiming to leverage my skills to successfully fill the Marketing Manager role at your company.

WORK EXPERIENCE

MARIDIVE OIL SERVICES (OFFSHORE PROJECTS), Cairo, Cairo

Marketing Coordinator | Sep 2018 - Present

- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, or return-on-investment and profit-loss projections.
- Compile lists describing product or service offerings.
- Initiate market research studies or analyze their findings.
- Use sales forecasting or strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Coordinate or participate in promotional activities or trade shows, working with developers, advertisers, or production managers, to market products or services.
- Conduct economic or commercial surveys to identify potential markets for products or services.
- Select products or accessories to be displayed at trade or special production shows.
- Advise business or other groups on local, national, or international factors affecting the buying or selling of products or services.
- Develop business cases for environmental marketing strategies.
- Integrate environmental information into product or company marketing strategies, policies, or activities.
- Recommend modifications to products, packaging, production processes, or other characteristics to improve the environmental soundness or sustainability of products.

SELF-EMPLOYED, Cairo, Cairo

Freelance Marketing Consultant | Dec 2011 - Present

Managing Multiple Digital Activation for Clients from all over the world.

Sample of brands served:

Toyota Prius KSA	Listerine VR Campaign UAE	Al Borg Laboratories KSA	Ninonet Middle East
Dawry ALJ KSA	VO2 EG	Al Tarshouby Pharmacies EG	Primadent Dental Center EG
Travco Holidays EG	Golf Real Estate EG	Rabwa Compound Real Estate KSA	Sunglasses Valley UAE
Mrs. Fields EG	Explore International USA	Many Physicians in Egypt	& More...

MAGENTA MARKETING AGENCY, Cairo, Cairo

Marketing & Brand Manager | Dec 2015 - Aug 2018

LEXICON TRANSLATION & LOCALIZATION, Cairo, Cairo

Marketing & Vendor Manager | Oct 2014 - Nov 2015

VODAFONE, Cairo, Cairo

Customer Care Trainer | Feb 2014 - Sep 2014

OLEEH SPORTS E-NEWSPAPER, Salmiya, Kuwait

Content Creator (remotely) | Nov 2012 - Dec 2013

SBS SPORTS CORPORATION, Cairo, Cairo

Marketing Manager | Mar 2013 - Jul 2013

YQEEEN NEWS NETWORK, Cairo, Cairo

Digital Marketing Manager | Nov 2011 - Dec 2012

PIXIE DESIGNS, Cairo, Cairo

Founding Manager | Nov 2009 - Dec 2011

ECAT - EGYPTIAN COMPANY FOR ACCOUNTING AND TAXATION, Cairo, Cairo

Human Resources Coordinator | Jul 2007 - Aug 2009

EDUCATION

CAIRO UNIVERSITY

Cairo, Cairo

Bachelor of Commerce Business Administration (May 2013)

Fort Hays State University

E- MBA - Marketing

Masters of Business Administration - Marketing (June 2020)

TECHNICAL SKILLS

Strategic Marketing	Experiential Marketing	Brand Management	Commercial Management
Digital Marketing	Offline Marketing	Financial Forecasting	Business Model Generation
Project Management	General Management	Graphics Designing	Human Resources Management
Sales Management	Account Management	Website Development	Business Development Strategies

CREDENTIALS AND LICENSES

- Certified Professional Marketer from AMA (American Marketing Association)
- Business Champions: How to Thrive under any Economic Conditions from ActionCoach USA
- Advanced Marketing Diploma from Vesus development center (Dubai)
- Recruitment Workshop from HCC - Human Capital Community
- Finance for non-financial Manager - LinkedIN Learning
- MBA Spearated Topics - LinkedIN Learning

REFERENCES

References available upon request

EVENTS MANAGED


Toyota CHR – Egypt

Brief	In control of Experiential Marketing events where we exhibited with the CAR in chosen events & supporting the Digital Marketing Campaign Concept (#thecityisyourplayground)
Activities	Experiential Marketing Offline Events Digital Marketing Campaign Concept
Duration	9Months (Dec. 2016 to Sep. 2017)
Achievement	Target achieved. More than 8000 registered waiting list
Budget Allocated	8M EGP for Events & Experiential Marketing Activation
Budget Spent	5M EGP

Maridive Exhibition – Egypt

Brief	In control of Maridive Exhibition in EGYPS19, ADIPEC18, ADIPEC19, MOC19 and KOGS19
Activities	Exhibition Offline Marketing Networking Digitalization

Ashgar Darna – Misr El Mahrousa

Activities	Digital Marketing (Adwords – FB) Virtual Reality Offline Exhibitions	
Duration	9Months (Feb. to Dec. 2013)	
Achievement	Boosting the booking ratio from 15% to 65%	
Budget Allocated	2M EGP	
Budget Spent	850,000 EGP on Digital Marketing 200,000 EGP on Virtual Reality 350,000 EGP on Exhibitions	

AMERICAN ACADEMY OF PEDIATRICS CONFERENCE 2015 **AAP experience**
National Conference & Exhibition

October 24 - 27, 2015
Washington DC



Offer Includes:
International Flight Tickets
4 Nights' Accommodation
Daily Breakfast
Airport/Hotel/Airport Transfers

The American Academy of Pediatrics (AAP) invites you to take part in a memorable experience October 24-27 in Washington, DC. Experience over 200 educational sessions including practical, hands-on learning and networking in addition to the largest pediatric technical exhibit of its kind.



Organized by:
Abd. Ghazi El-Mohamady, M.D., M.Sc., M.P.H.,
Director, Global Medical Education, Children's Hospital
of Philadelphia, Philadelphia, PA, USA
Tel: +1 215 351 2100
Email: ghazi@chop.edu
Website: <http://www.gme.org>



Date: 29th & 30th January 2015
Venue: Helwan Palestine, Alexandria, Egypt

Language: English

Certificate of Attendance: Will be available upon request

Exhibitors: There will be an exhibition of the latest technical equipment and pharmaceutical products of companies field

Abstracts & Presentations: To be sent as a word document file to: For@Mansoura2015.com

(Please write the conference name in the e-mail subject along with abstract details)

Registration & Packages:

Congress Registration: 150 USD

Package:
- DGL: 2900 LB
- DBL: 3300 LB

Package Includes:

- 1 Registration
 - 2 Night's accommodation (Breakfast & Lunch) at the hotel
 - Spouse included in case of DBL
 - Attendance to all scientific sessions
 - Notices in the Exhibition
 - Conference Bag
 - Certificate of attendance
- N.B: In Case 2 doctors will share the same room, early registration will be paid.



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The annual meeting of Mansoura
Urology & Nephrology center 2014

"Innovation in urology & Nephrology Art"

29th & 30th January 2015
Helwan Palestine, Alexandria

Prof. Ahmed Shokeir
Director of Urology Department

Prof. Adel Nabeeh
Conference President

Honorary President
Prof. Mohamed Ghoneim

Conference Board

Honorary President:
General Dr. Mohamed Abu-Hamrah
Director of Military Medical Services

Conference President:
General Dr. Mohamed El-Sisi
President of All Cairo Military Medical Complex

Conference Vice President:
Prof. Abla Ghazal Al-Abi
DEPT of Biological Sciences, EA Middle East
Executive Director of The Shree Project

Honorary General:
General Dr. Mohamed Ali Tawfik
Minister of All Upper Women and Children
Specialty Hospital

Prof. Mohamed El-Sisi: Prof. Hani El-Sisi
The Head of Medical College, Mansoura University President of All Cairo Military Medical Complex

Prof. Sameh Youssef: Professor of Pediatrics
at Helwan University, Specialty Center
Head of Helwan University

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Head of Helwan University

Attention!

Certificate holders will have the following rights:

- 20% Discount on Project Training Courses for This Year
- 20% Discount for MCHS Courses for This Year
- A Certificate for Academic Progress & Health Insurance



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Under Patronage of the Excellency

Abdel Fattah El Sisi
President of the Arab Republic of Egypt



Upper Military Complex
and
Egyptian Homology Association of the Royal
College of Physicians and Surgeons
Helwan Military Center
Cairo, Egypt

Organizing Committee and Contacts

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The Egyptian Homology Association of the Royal
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