

Ahmed Ezzat Ali

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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:

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|-----------------------|------------------------------|-----------------------------------|-------------------------------|
| 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 (March 2021)

TECHNICAL SKILLS

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|---------------------|------------------------|-----------------------|---------------------------------|
| 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

OIL & GAS ACHIEVEMENTS

Maridive Group – Maridive Offshore Projects

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| Brief | Entering an old fashioned company with no data to work with, I had to reform the commercial department data into comprehensive reporting modules. |
| Activities | Data Gathering & Analytics Digital Marketing Tendering for International Markets (New Market) |
| Duration | Since September, 2018 |
| Achievement | <ul style="list-style-type: none">- Generating an Automated Dashboard for the group data- Applying Digital approaches to win international tenders<ul style="list-style-type: none">▪ Won a tender worth of 5M\$ in a country at East Africa▪ Won a tender worth of 1M\$ in South America▪ Successfully tendering in more opportunities by 300% than before |