



Walaa Mohamed Enani

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Objective

To obtain a Digital Marketing position in a multinational firm to utilize my inborn talent in management, marketing and my ability to create online and offline marketing plans, enhance and develop my interpersonal and technical skills that would add value to the company and to my personal development.

Education

MASTER OF BUSINESS ADMINISTRATION (MBA), Arab academy for science and technology and maritime transport, graduate school of business (AAGSB) , Cairo , Egypt , , **March (2013)**
Major: Marketing

Digital Marketing Diploma:

Social media, SEO, google Ads, SEM, Video & content, strategic Digital marketing planning , E- consumer behavior ,GDN ,Google analytics, Digital planning. **(2017)**

Bachelor of Mass Communication & Media, 6th of October University, Cairo, Egypt, Graduated June 2004.

- Major: Mass Communication.
- Specialization: Marketing.
- Minor: Broadcasting.
- Graduation Project: Directed a commercial advertisement about a mobile phone.
- International computer driving license (ICDL) 2005 FROM AUC.

Professional Experience

- **Digital Marketing Manager at MASTERBED (2019Current)**
- Creating campaigns on all social media platforms (Facebook , Instagram, Twitter ,LinkedIn, Pinterest & Snapchat).
- Analyze all online budget spent in a weekly & monthly reports.
- Monitor competitor offers or activities & advantages in the market.
- Creating campaigns on Google Ads (SEM ,GDN ,Videos).
- Monitoring all online activities websites & app on Google Ads, SEO digital ads on all platforms, social media management on (Facebook ,YouTube, Instagram, LinkedIn, Twitter ,Pinterest and Snapchat).
- Leading and monitoring a team of 6 persons

- **Senior Digital Marketing specialist at Alshaya Kuwait for (H&M, mother care, Starbucks, Victoria secret, American eagle) brand's Cairo Branch, Egypt. (2015-2019)**
- Monitoring all online activities websites & app on Google Ads, SEO digital ads on all platforms, social media management on (Facebook ,YouTube, Instagram, LinkedIn, google plus, Twitter ,Pinterest and Snapchat).
- Analyze all online budget spent in a weekly & monthly reports.
- Prepare for online strategies & marketing plan.
- Prepare all online marketing plan and strategies assignments -Worked on advertising, layout drafts and clients campaigns.
- **Digital Marketing specialist at Pixy Arts Marketing Agency, Cairo, Egypt. (2010-2015)**
- Scans the market and Studies product competitors.
- Creating campaigns to generate leads for the agency on all social media platforms (Facebook , Instagram, Twitter ,LinkedIn, Pinterest & Snapchat).
- Creating campaigns on Google Ads (SEM ,GDN ,Videos)
- Analyze all online budget spent in a weekly & monthly reports.
- Monitor competitor offers or activities & advantages in the market.
- managed good interpersonal relations with clients and fellow colleagues.
- **Marketing Specialist, ROAYA Advertising Co. Cairo, Egypt (2006-2010)**
- Worked closely with marketing vendors and designers; directed negotiations on advertising prices and campaign budgets.
- Assisted in preparation of printed material, writing copy, proofreading, regular newsletters, as well as editing and liaising with designers.
- Assisted marketing and media managers with general duties of administration.
- Coordinated activities with advertising agencies and various other media companies – Arranged and planned meetings and discussions.

Language Skills

English Language Certificate, Level 9 and enrolled in level 10, Center of Adults and Continuing Education, The American University in Cairo (AUC).

Personal Data

- **Date of birth:** May 15th, 1982.
- **Nationality:** Egyptian.
- **Gender:** male

References Are Furnished Upon Request.