

MINA YOUSSEF ANIS**Address:** Heliopolis, Cairo, Egypt**Mobile:** +20 122 392 1911**Email:** minayoussef@aucegypt.edu**LinkedIn:** <https://www.linkedin.com/in/minayoussef2/>**Portfolio:** <https://www.behance.net/minayoussef4>

Strategic Branding & Communication Executive with 20+ years of experience leading corporate brand transformation, reputation management, and integrated communication strategies across fintech, financial services, insurance, real estate, travel and hospitality, automotive, retails, community development and education sectors. Proven expertise in building brand architecture, driving digital transformation, enhancing corporate positioning, and aligning marketing strategies with executive business objectives. Experienced in leading cross-functional teams, managing agencies, and overseeing multi-million marketing budgets to deliver measurable growth and stakeholder value.

CORE COMPETENCIES

- Corporate Branding & Brand Architecture
- Strategic Communications & Reputation Management
- Integrated Marketing Communications (IMC)
- Corporate Identity & Governance
- Executive & Internal Communications
- Digital Transformation & Performance Marketing
- Media Relations & PR Strategy
- CSR & Sustainability Communications
- Employer Branding
- Crisis Communication
- Stakeholder Engagement
- Budget Management & ROI Optimization

PROFESSIONAL EXPERIENCE

Marketing Manager

Contact Financial Holding

Cairo, Egypt

September 2020 – Present

- **Industry:** Fintech, Consumer Finance, auto mobility, leasing, mortgage, and insurance sectors.
- Lead corporate branding and communication strategy across holding and subsidiaries.
- Developed and implemented brand architecture framework to unify multiple business lines.
- Positioned the organization through integrated ATL, BTL, and digital campaigns.
- Directed corporate messaging aligned with business transformation and growth strategy.
- Managed media relations, reputation management, and executive visibility initiatives.
- Led CSR and sustainability communication programs to enhance corporate image.
- Oversaw creative direction, production, and omnichannel content governance.
- Managed agency partnerships and cross-functional marketing teams.
- Led internal communication and employer branding initiatives during transformation phases.
- Controlled marketing budgets and ensured ROI optimization through performance analytics.

Marketing Communication & PR Supervisor

Travco Group

Cairo, Egypt

June 2019 – August 2020

- **Industry:** Hospitality, Real Estate, Aviation, Retail (Villeroy & Boch, Tiffany & Co.)
- Directed corporate communications strategy across diversified portfolio.
- Strengthened media relations and corporate reputation through PR.
- Led high-impact brand campaigns across hospitality and real estate.
- Developed unified brand messaging guidelines across business units.

- Oversaw crisis communication and media response coordination during
- COVID.

Marketing Supervisor

Wellspring Egypt

Cairo, Egypt

July 2018 – June 2019

- **Industry:** community development
- Developed strategic marketing plans to enhance organizational visibility.
- Led partnerships and sponsorship negotiations.
- Managed PR and community engagement initiatives.

Senior Brand Manager

SCIB Paints (Asian Paints)

Cairo, Egypt

September 2017 – June 2018

- Managed brand portfolio strategy and product positioning.
- Led pricing strategy and competitive market intelligence analysis.
- Executed campaigns supporting sales and distribution expansion.
- Strengthened B2B and retail communication channels.

Brand Consultant

Wadi Degla Holding

Cairo, Egypt

November 2008 – December 2015

- **Industries:** Real Estate, Sports Clubs, Agriculture, Hospitality
- Led corporate rebranding initiatives across multiple business sectors.
- Developed brand positioning frameworks and sales strategies.
- Directed implementation of corporate identity across touchpoints.
- Advised executive leadership on brand transformation initiatives.

University Instructor

AUC – GUC

2008 – 2019

- **Adjunct Professor** American University in Cairo, Egypt, 2017 – 2019
- **Instructor** German University in Cairo, Egypt, 2008 – 2017
- **Guest Instructor** Hochschule Merseburg, Germany, 2010 – 2011
- Delivered branding and visual communication courses.
- Supervised research and strategic university cooperation projects.

Creative Designer (early career)

Regional & International Agencies (Marcom | JWT-VMW | Y&R-WPP)

2005 – 2008

- Developed branding and advertising campaigns for multinational brands.
- Worked across GCC and European markets.
- Built foundation in creative direction and visual brand systems.

EDUCATION

German University in Cairo, Cairo, Egypt, MBA in Marketing, 2016 – 2019

H. Merseburg, Germany / Helwan U., Master's in Branding, 2014 – 2016

Helwan University, Cairo, Egypt, bachelor's degree in advertising, 2000 – 2005

College De La Salle, High School, Cairo, Egypt, 1987 – 2000

CERTIFICATIONS

- PMP - Project Management Professional
- DALF French Certification
- Trend Design - Akademie Mode & Design, Munich
- Digital Marketing Diploma

LANGUAGES

- Arabic (Native)
- English (Fluent)
- French (Fluent)