

Kareem Al-Sayed

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Sales / Marketing / Operation / Business Development

PROFESSIONAL STATEMENT

Growth-driven marketing leader with 10+ years of experience delivering measurable business impact across real estate, retail, and agency environments. Proven expertise in strategic planning, brand building, omnichannel marketing, and team leadership across the Middle East.

- ❖ **Marketing and Strategy:** Proven success in developing well-researched, data-driven, and creative 4P strategy. Shaping highly focused plans, digital marketing & brand management strategies to advance the organization's revenues and profit margins.
- ❖ **Growth-Driven:** Vital contribution in designing unique and professional marketing campaigns to further drive growth and generate new leads, positively impacting business growth.
- ❖ **Wealth of Expertise:** Hands-on experience in framing market research to generate insight for developing brand messages, events & promotions.
- ❖ **Strong Networking Skills:** Developed a strong network of contacts across the Middle East.
- ❖ **Leadership and Communication:** Demonstrated ability to work with senior management and collaborate across departments.



PROFESSIONAL EXPERIENCE

Marketing Director / Signature Marketing Agency

Sep 2025 – Present

- ❖ **Spearheading a multidisciplinary organization of 40+ professionals, directly managing six department heads (Account Management, Creative, Content, Business Development, Moderation, and Web Development) to ensure strategic alignment**
- ❖ **Leading the agency's overall strategic direction, translating client and stakeholder visions into clear, executable marketing strategies that deliver measurable commercial results.**
- ❖ **Overseeing end-to-end campaign planning, execution, and optimization across multiple accounts, ensuring timely delivery, quality control, and alignment with client objectives.**
- ❖ **Successfully achieved and exceeded commercial targets within less than three months, accelerating revenue growth while strengthening client retention and confidence.**
- ❖ **Establishing and standardizing SOPs, workflows, and governance frameworks across all departments to enhance scalability, consistency, and operational efficiency.**

PERSONAL INFORMATION

- ❖ Nationality: Egyptian
- ❖ Date of Birth: 15 Aug 1992
- ❖ Location: Cairo, Egypt
- ❖ Phone: +20 115 268 4483
- ❖ Email: kfaris.alsayed@gmail.com

LANGUAGES

- ❖ Arabic (Native)
- ❖ English (Fluent)

EDUCATION

- ❖ Bachelor's Degree in Business Management
University College of Bahrain
(GPA 2.98/4)

TECHNICAL SKILLS

- ❖ Microsoft Office Suite
- ❖ CRM Platforms
- ❖ Chatbot Solutions

PROFESSIONAL DEVELOPMENT

- ❖ CDMP – Digital Marketing Institute (2021)
- ❖ Google Digital Garage (2021)

CORE STRENGTHS

- ❖ Marketing Expert
- ❖ Brand Management
- ❖ Multi-Channel Marketing (Offline & Digital)
- ❖ Omnichannel Marketing
- ❖ Product Branding & Launch
- ❖ Strategic Alliances/ Business Development
- ❖ Market Analysis & Consumer Behavior
- ❖ Revenue/Profitability Focus
- ❖ Efficient Communicator
- ❖ Ability to Multitask
- ❖ Business & Brand Growth
- ❖ Exceptional People Skills
- ❖ Strong Leadership
- ❖ Problem Solving Skills
- ❖ Analytical Thinking
- ❖ Organized & Analytical
- ❖ Team Management

- ❖ Communication & Interpersonal Skills

Academic Accolades

- ❖ Represented different countries as part of the UN model meeting for 2 consecutive years as part of Bahrain University's Model United Nations
- ❖ Student council: Head of student activities in the university student council

- ❖ Driving major internal transformation initiatives, significantly improving inter-department collaboration, performance accountability, and overall organizational structure.
- ❖ Acting as the primary leadership interface for key clients, ensuring strategic clarity, high service standards, and long-term partnership development.
- ❖ Implementing performance management systems, KPIs, and reporting dashboards to track productivity, optimize resources, and support data-driven decision-making.
- ❖ Supporting business development efforts by contributing to pitches, proposals, and strategic negotiations, reinforcing the agency's market positioning and growth trajectory.
- ❖ Fostering a high-performance culture focused on ownership, innovation, and continuous improvement across all levels of the organization

Marketing Manager / IRIS Real Estate, Egypt **Aug 2023 – Jul 2025**

- ❖ Designed and executed **integrated, data-driven marketing strategies** with clearly defined SMART objectives and strategic frameworks, directly supporting sales growth, brand visibility, and market penetration.
- ❖ Led digital acquisition and performance marketing initiatives across paid media, social platforms, and CRM channels, significantly **improving lead quality, volume, and ROI**.
- ❖ Played a key role in strengthening brand positioning by aligning messaging, visuals, and customer touchpoints with the company's commercial and strategic objectives.
- ❖ Coordinated and led creative, content, and media teams to ensure consistent brand execution across digital and offline channels.
- ❖ Collaborated closely with sales leadership to design campaigns that supported lead nurturing, funnel optimization, and conversion acceleration.
- ❖ Monitored campaign performance, customer insights, and market trends through analytics dashboards, continuously optimizing initiatives to maximize effectiveness and efficiency.
- ❖ Supported senior management with marketing insights, performance reports, and recommendations to guide strategic decision-making.

Marketing Manager / Wasm Arts Advertising, KSA **Jan 2022 – May 2023**

- ❖ Managing all day-to-day operations of the agency, defining & measuring KPI's
- ❖ Creating an operational business plan for development of business objectives.
- ❖ Implemented a sales and pricing strategy for target audiences that entails a definitive competitor edge increasing sales by 30% over a 6-month period.
- ❖ Handling all main client meetings and overseeing account management and customer relationships.
- ❖ Clearly defining monthly targets and milestones as per market share and position envisaged by the management's long-term strategy.

Assistant Marketing Manager / SAMCO, KSA **Nov 2016 – Dec 2021**

Key Accomplishments

Joined SAMCO as a **Branch Assistant Manager** and progressed into the **Marketing Department**, earning multiple promotions through consistent performance and leadership.

Eventually managed marketing operations for **Farm (100 branches), Cinnzeo (20 branches), Adventure World (12 branches), and Jumpoline (3 branches).**

- ❖ Played a pivotal role in **CRM strategy and execution**, serving as the main point of contact for CRM solutions, campaign deployment, data analysis, and performance optimization.
- ❖ Instrumental in the **establishment of Chatbot and Customer Care Services**, supporting solution development and participating in the training of customer care teams to enhance customer experience and responsiveness.

Designation Chronology

- ❖ **Aug 2021 – Dec 2021:** Interim Marketing Manager
- ❖ **Oct 2018 – Aug 2021:** Assistant Marketing Manager
- ❖ **Nov 2016 – Oct 2018:** Branch Manager

Key Accountabilities (Marketing)

- ❖ Spearheaded and led a **15-member marketing team**, driving adaptability to evolving market dynamics, competitive pressures, and changing consumer behavior.
- ❖ Oversaw all **offline branding, in-store communication, and branch renovation branding**, including supplier negotiations, cost control, and execution quality.
- ❖ Lead **annual business planning**, brand positioning initiatives, integrated marketing programs, and performance evaluations,
- ❖ Successfully planned and executed **nationwide promotional campaigns** that increased brand awareness, footfall, engagement, and revenue across multiple retail and entertainment brands.
- ❖ Collaborated closely with the Marketing Manager and digital teams to accelerate **integrated marketing efforts**, enhancing traffic, brand equity, and profitability.
- ❖ Translated customer insights and business requirements into **clear, compelling brand messaging** and effective internal and external communication strategies.

Key Accountabilities (Operation)

- ❖ Led the development and execution of **branch-level strategic roadmaps**, ensuring achievement of sales, service, and operational objectives.
- ❖ Managed daily branch operations including **expense control, financial reporting, cash handling, and closing procedures**, ensuring accuracy and compliance.
- ❖ Achieved branch profitability and sales targets through **inventory optimization, stock planning, returns management, and seasonal demand forecasting**.
- ❖ Effectively handled customer objections and escalations, consistently converting challenges into positive customer experiences and loyalty outcomes.
- ❖ Ensured timely escalation and reporting of **business risks and operational issues** to senior management to support informed decision-making.

EARLY CAREER

- ❖ Promoters' Supervisor – OSN & National Geographic
- ❖ Marketing Specialist – Powder Advertisement
- ❖ Internship – Nesma Contracting Co.

REFERENCES

- ❖ Available upon request