

Ismail El Baker

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 Cairo, Egypt

Senior Manager

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 Ismailelbaker

Education

United Kingdom **Bachelor of Arts in Business Studies**
The University of Wales Trinity Saint David (UWTSD), London Campus

Professional Experience

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| 3/2026 – Present
Cairo, Egypt | Senior Advertising Manager
<i>Portrait Marketing Solutions</i> <ul style="list-style-type: none">· Lead and oversee a portfolio of 10+ key accounts, including Vodafone, Editra, Henkel, Pladis, Valu, Fine, and Halan, ensuring consistent delivery of high-impact marketing strategies.· Lead and manage a team of 4 account professionals, driving performance, collaboration, and high-quality client servicing.· Develop and execute integrated marketing campaigns across digital and offline channels, aligning with client objectives and market trends. |
| 10/2025 – 3/2026
Cairo, Egypt | CVM Marketing Senior Supervisor
<i>e& Egypt</i> <ul style="list-style-type: none">· Led customer value management (CVM) strategies to drive retention, upsell, and cross-sell initiatives, achieving measurable growth in ARPU and customer lifetime value.· Managed end-to-end campaign planning and execution across digital and traditional channels, leveraging data-driven segmentation and predictive modelling to optimize targeting and response rates.· Collaborated with products, analytics, and commercial teams to design personalized offers and loyalty programs, reducing churn and enhancing customer engagement. |
| 08/2024 – 10/2025
Cairo, Egypt | Brand and Marketing Communications Supervisor
<i>e& Egypt</i> <ul style="list-style-type: none">· Managed the company's events and sponsorships.· Part of the organization team that shaped e&'s participation in Cairo ICT 2024. Fully organized e&'s sponsorship deal of the Youth Summit 2024, and many others in 2025, including Ramadan and the Summer season.· Led a full-fledged marketing on-ground campaign in Delta, aimed to increase awareness in the region.· Responsible for the development of the company's career fair presence all over Egypt. |

06/2023 – 08/2024
Cairo, Egypt

Product Owner - Mobile Internet Marketing Senior Specialist

e& Egypt

- Managed the segment's base, where my job was to develop (increase base and minimize stoppers), while working on boosting the daily active base and overall MI access days.
- Worked on projects such as the 5G launch, and consolidating with all segments.
- Was part of partnership projects with both Facebook and Snapchat, sharing ideas, and handling from start to finish.
- Initiated campaigns and promotions both segmented and mass, with pre/post analysis and monitoring.
- Responsible for the Summer Promo, which was the biggest project of that year in the MI segment.
- Studying every aspect of the customer's life cycle with analysis, in order to fully comprehend client behaviour, and therefore improvement.
- Tracking and analysing all base activities through reports and insight's packs in order to ensure stable progress and revenue gain.
- Assisted with the launch of revamping "Super Connect", which is currently the main MI monthly bundle.

02/2022 – 05/2023
Cairo, Egypt

Account Manager

Portrait Marketing Solutions

- Responsible for the development and growth of multiple accounts, mainly Vodafone and Redbull.
- Demonstrated consistent progress in both offline and online marketing Campaigns, which contributed to company-wide revenue growth, in the millions within the year 2022.
- Acted as creative lead for the 2022 Vodafone Egypt's Earth day campaign, that went globally viral across all social media platforms.
- Encouraged and improved relationships with over 70 clients within the targeted industries.
- Rebranded a number governmental schools with Vodafone Ta3leemy, supplying them with creative designs that encourage digital education.
- Led great on-ground campaigns for Vodafone Egypt, notably Flex and "El Mared" activations, 2022 Black Friday Retail events, Summer of 2022 (mainly branding and design in the North Coast).
- Led teams of over 100 people with a vision to reach a designated goal as a collective.

11/2020 – 12/2021
Cairo, Egypt

Marketing and Public Relations Specialist

First Air Condition

- Doubled Social Media followers in a span of 1 year, through strategic marketing posts that were aimed at a segmented market.
- Substantially increased 2021's 3rd quarter revenue through the signing of both "Breakfast" and a government hospital as new clients.
- Facilitated client purchasing by cooperating with "ValU", "QNB" and "Fawry", which in turn increased sales, and was further magnified when advertised.

12/2019 – 08/2020

Cairo, Egypt

Marketing and OSD Associate

ESLSCA University

- Organized a number of marketing booths in different venues targeting potential clients.
- Marketed a post-graduate course organized by LA LIGA to possible students.
- Worked with the new university board, that was aiming on putting the best practices for an organizational structure.
- Operated on a transformational plan to take the university to the standard national and international benchmark.

09/2018 – 10/2019

London, England

Public Relations Associate

Sepna Catering Company Ltd

- Mediated client wishes with the company for numerous business affairs.
- Assisted with the organizing a number of weddings and events.
- Team Leader with foreign staff, helped with integration and inclusion of the many diverse nationalities.

Skills

Computer Skills

Advanced Proficiency:

Microsoft Office Applications, Prezi, Canva, Very knowledgeable on almost all Social Media platforms.

Skill Highlight

Exceptional verbal communication, Ability to work independently or in a team, Creative, Innovative, and possess excellent writing skills.

Intermediate Proficiency: Python.

Languages

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English

• Arabic

• French