

MOHAMED ASHRAF

Marketing Manager

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TIMELINE

Bachelor's Degree in business information systems

ELGazeera Academy
2013 – 2017

SKILLS

AI & Automation

I use AI to build custom tools and automated workflows that handle the repetitive parts of our day-to-day work. By creating my own CRM and task-management solutions, I've simplified how my team operates, cutting out the busy work so we can move faster and put our energy into the next big project

ABOUT ME

With 9+ years of rich & diversified experience in Advertising, Marketing and Media Production. Accountable for accomplishment of day to day business targets and placing the organization among the leading clubs in town. Armed with several professional training and formal education, have acquired good knowledge in the field of Marketing & Business Development, Media Production and other related factors associated with day to day business operations.

TIMELINE

Marketing Executive

20 WEST

03/2026 – Present

- Sole in-house marketing professional overseeing the full marketing scope of a premium retail destination — from strategy through execution.
- Collaborate end-to-end with specialist agencies across digital marketing, media production and photo/video shoots, ensuring brand consistency and campaign quality at every touchpoint.
- Manage the production of all physical marketing assets including signage, wayfinding systems, visual merchandising collateral and branded print materials.
- Develop and govern the mall's brand identity, owning the brandbook and applying it across all communications and environments.
- Plan and execute integrated campaigns covering paid digital, social media, OOH, activations and tenant co-marketing.
- Conceptualise and develop footfall magnet ideas and experiential events designed to drive traffic, increase dwell time and strengthen the mall's positioning as a destination.

Marketing manager

Adwat information technology

10/2024 – 02/2026

Marketing Manager | GoCare & Adwat

- **Comprehensive Market Strategy:** Designed and executed high-impact marketing strategies for **GoCare**, a leading beauty booking and e-commerce platform operating across **Egypt and the KSA**, significantly enhancing regional brand visibility.
- **Cross-Functional Leadership:** Directed sales teams to optimize audience targeting, resulting in a measurable surge in customer acquisition and long-term retention.
- **Product & Tech Alignment:** Supervised developer teams to implement strategic app updates for GoCare, ensuring the platform remained at the forefront of beauty-tech trends and user experience standards.
- **Experiential Marketing:** Planned and managed large-scale offline events for GoCare to foster community engagement and build brand authority within the beauty sector.

Agency Founder / Lead | Nova Marketing Agency

- **Strategic Launch & Growth:** Led the end-to-end launch of Nova, establishing it as a results-driven agency focused on brand positioning and operational excellence.
- **Cosmetics Industry Expertise:** Successfully managed and scaled marketing efforts for premier cosmetic brands, including The Pilla and Bonito, delivering tailored growth solutions and high-performing campaigns.
- **Client Success:** Built a portfolio of satisfied clients and a library of success stories through data-backed strategies and a deep understanding of the beauty and e-commerce landscape.

Marketing manager

Swarms Agency

11/2023 – 07/2024

Developing Marketing Strategies: Content Creation and Management: Social Media Management Campaign Planning and Execution Budget Management Analytics and Reporting Team Leadership and Collaboration Continuous Learning and Improvement

CEO

emporia

12/2021 – 03/2023

My passion towards marketing was growing more and i wanted to start my business, It wasn't an easy job to do and it was a productive journey, and by the end of it i learned a lot

- Managed the Operations & Business Development teams.
- Established lines of business with potential clients and maintaining existing relationships.
- Responsible for the business development and explore business potential & opportunities to secure profitable business volumes.
- Provided leadership, motivation, direction and support to the team.

Marketing Manager / Media Production Manager

gravity hotels

01/2020 – 10/2021

it was a really tough time due to covid-19 so I had to focus on digital marketing building strategies that increased engagement and sales with our target audiences and by doing that in the right way and direction me with the help of my team did a great job and over-targeted for the 2021 season

Marketing Executive / media production manager

intelaq

01/2016 – 12/2019

that's the place where it all started with the owners giving me the responsibility, authority, and a playground for me to learn and do what i love, Started there as an intern and built my way to achieving success, i was able to work on the marketing plans and execute it while I'm working on the media production side starting from writing the script till the final product for the tourism and entertainment industry

film maker junior marketing specialist

Spreado 20uses

09/2014 – 06/2015

working with the marketing team to get the best idea to help the client getting the best result writing the shooting script doodling the storyboard and pitching it to the client dealing with shooting equipment (lights ,sound and the cameras) editing the final video to match the approved idea Planning marketing strategies for clients to maximize their Return-On-Investment in advertising. Keeping up-to-date with digital platform trends and updates

Videographer film makers team leader

drift8.com

08/2013 – 12/2021

responsible for directing and for the final events final video communicating with the team regarding the up coming shootings helping each of the team members write the scripts and looking for the best equipment to go along with it directing the editing team to get the best results for the final product

Videographer

Akhbar El-Sharea

02/2013 – 07/2014

responsible for capturing the live moments for the news paper