

SARAH NABIL HEGAZY

The American University in Cairo (AUC)

17 Years Building Brands & Driving Growth· B2B & B2C· MENA

CONTACT

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EDUCATION

The American University in
Cairo

BA Mass Communication

Integrated Marketing 2009
GPA 3.57

MINOR

1. Business
2. Psychology

JWT Award

Best IMC Campaign

AI & CERTIFICATIONS

AI Diploma — Meska AI
AI Diploma — COURSV
AI Tools & Platforms for
Sales & BD (Certified)

TECH SKILLS

Meta Business Suite
Google Analytics
Firebase
Google Ads
CRM Platforms
UX & UI Enhancements
Data Analysis
LinkedIn Paid Ads
AI-Powered Marketing Tools

PROFESSIONAL SUMMARY

Results-driven marketing expert with 17+ years of cross-industry experience spanning B2B, e-commerce, fintech, and offline branding across Egypt, Saudi Arabia. Proven ability to build and scale marketing functions from the ground up, lead high-performing teams, and deliver measurable revenue impact across key MENA markets. Expert in full-funnel strategy, inbound marketing, B2B demand generation, brand development, and strategic partnerships.

PROFESSIONAL EXPERIENCE

Head of Marketing & Brand

2025 – Present

Brainquill – Corporate Training & Consultancy | Saudi Arabia, GCC & Egypt

- ▶ Developing and executing an inbound marketing strategy SEO content, thought leadership, LinkedIn nurture sequences, and lead magnets to attract and convert HR Directors, CLOs, and L&D decision-makers across UAE, KSA, and Egypt.
- ▶ Planned and executed a multi-format digital marketing activations spanning webinars, content generation, and an editorial blog, driving brand visibility and lead generation across target markets.
- ▶ Designed and delivered a series of B2B2C offline activations including invite-only workshops and a 100+ attendee networking event, deepening client relationships and generating qualified pipeline
- ▶ Building content ecosystems and editorial frameworks positioning Brainquill as a trusted authority in the MENA corporate training market, driving an organic pipeline with measurable engagement metrics.
- ▶ Developing brand positioning, value proposition frameworks, and go-to-market strategy targeting enterprise HR and C-suite buyers across the GCC.
- ▶ Restructured brand narrative and rewrote the full company profile ensuring clarity and impact for any reader, regardless of familiarity with the L&D space.
- ▶ Developed a full suite of communication collaterals program one-pagers, trainer bios, client proposals — to support BD and sales across target markets.

Head of Marketing

Aug 2023 – Apr 2025

Z-Laundry – Smart Laundry Solution

- ▶ Reduced Customer Acquisition Cost (CAC) by 70% through persona-based targeting, A/B testing, and full-funnel optimization using Meta Suite, Google Analytics, and Firebase.
- ▶ Grew new-user retention from 10% to 40% via a redesigned onboarding process, improving feature adoption across the app.
- ▶ Drove revenue uplift of 30%+ per customer through cross-selling and upselling initiatives.
- ▶ Secured a strategic acquisition partnership with Mountain View Development, onboarding five residential compounds and piloting a corporate B2B laundry service model.
- ▶ Led full app redesign improving UX/UI, reducing bounce rates, and boosting monthly referrals from 2 to 15+.

COMPETENCIES

- Marketing Strategy & Execution
- Brand Management
- Offline Branding
- Team Leadership & Structure
- Inbound Marketing
- Events Management
- Content Strategy, Plan, & Execution
- Digital & Performance Marketing
- B2B Marketing & Lead Generation
- Strategic Partnerships & BD
- Full-Funnel Management
- Customer Lifecycle & Retention
- Budget Management & ROI Optimization
- Offline Activations

- ▶ Increased customer retention rate to 35% through behavior-based communication and engagement programs.
- ▶ Developed a comprehensive customer relations strategy encompassing loyalty programs for existing customers, win-back campaigns to re-engage churned customers, and a compensation framework ensuring customers who experienced issues were retained and rewarded post-resolution.

Head of Brand

Oct 2021 – May 2023

Chefaa – Pharmacy Benefits Platform

- ▶ Delivered 300% growth in monthly sales through a high-impact Black Friday campaign.
- ▶ Improved brand awareness by 60% through integrated branding campaigns from concept to execution.
- ▶ Defined and enforced brand messaging, tone of voice, and visual consistency across all channels and partner platforms.
- ▶ Managed all PR activities including media relations, press releases, MOU signings, influencer collaborations, and crisis communication.
- ▶ Led Chefaa's presence at Techne Summit 2021, including booth design, branded activations, and founder panel participation.

Co-Founder & CCO

Mar 2018 – 2023

Brandloca – Egyptian Fashion & Lifestyle E-Commerce Platform

- ▶ Co-founded and scaled an e-commerce marketplace connecting Egyptian consumers with local fashion, beauty, and home decor brands, defining the business model, revenue streams, and market positioning from the ground up.
- ▶ Defined pricing strategy, commission structures, and brand partnership terms recruiting and onboarding local fashion and lifestyle brands through structured commercial agreements.
- ▶ Drove 1 million website visits and 10x monthly sales growth through Loca-November, a fully integrated campaign conceived and developed in-house, combining promotional tactics, multi-channel marketing activities, and co-branded partnerships with local fashion and lifestyle brands through structured collaboration agreements.
- ▶ Grew customer base from 2–3K to 20,000+ active users through performance marketing, content, and UX optimization.
- ▶ Oversaw all UX/UI decisions and platform development, ensuring the marketplace met the needs of both brands and end consumers through continuous testing and iteration.
- ▶ Built Loca-World, an interactive content hub featuring editorial, brand stories, founder interviews, and video content to drive organic engagement and repeat traffic.
- ▶ Developed and managed a customer relations framework covering acquisition, retention, and post-purchase experience to maximize lifetime value.
- ▶ Led all commercial photo/video shoots, offline activations, and strategic partnership negotiations.
- ▶ Personally pitched to investors and applied to funding programs, securing acceptance into AUC V-Lab, DICE, Ice Alex, and the Oxfam Impact Award.
- ▶ Bootstrapped the business for 5 years with zero external capital, mastering cost efficiency and resource optimization across all functions.

Head of Marketing & Brand

Sep 2019 – Oct 2021

NilePreneurs – Central Bank of Egypt & Nile University Initiative

- ▶ Built and scaled a 15-member marketing team from zero, restructuring the entire department to align with organizational growth.
- ▶ Managed NilePreneurs' flagship graduation event — 5,000+ guests, 300+ startup graduates, EGP 3M+ budget — including government VIP coordination and live investor pitch areas.
- ▶ Designed and executed strategic partnership agreements with RiseUp, Techne Summit, and Cairo ICT to boost brand visibility within Egypt's startup ecosystem.
- ▶ Led digital lead generation campaigns (LinkedIn & paid ads), consistently exceeding lead targets; facilitated participation of 360+ SMEs through SME-network partnerships.
- ▶ Built an in-house media studio, reducing content production costs to 20% of previous outsourced budget.
- ▶ Organized 3,000+ attendee events including workshops, founder roundtables, and mentorship programs.
- ▶ Built NilePreneurs' website from the ground up, overseeing the full structure, UX/UI design, and content strategy to ensure a clear, engaging, and user-friendly digital presence.
- ▶ Owned all brand publications including a monthly newsletter distributed to bank stakeholders and a bi-weekly blog covering entrepreneurship and technology topics to drive organic reach and thought leadership.

Event Manager

Jun 2018 – Apr 2019

Entreprenelle – Initiative supporting women Entrepreneurs and business owners

- ▶ Directed the 5th Annual SHE CAN Summit — the largest in event history with 6,000+ attendees, 100+ speakers, and 40+ sponsors.
- ▶ Designed and executed The Fashion Project, an acceleration program for women-led fashion startups, facilitating 25+ startup-investor connections.
- ▶ Crisis-managed critical event issues (vendor disappearance, content loss) without attendee impact.

Marketing Manager

Jan 2018 – May 2018

Paradise Inn Group Hotels

- ▶ Increased hotel booking rates by 20% through targeted digital marketing and seasonal promotions across three hotel properties.

Co-Founder & CMO

Aug 2015 – Sep 2017

Yallabrand

- ▶ Led branding, digital marketing, and B2B partnerships for a consumer platform, driving user growth and brand consistency.
- ▶ Conducted competitive market analysis and refined the business model for scalability.