

MINA MICHAEL MOAWAD REZK, PMP

Address: 72 Masjed El-Rahma St., Shoubra , Cairo , Egypt

Mobile : [+202 012-287-317-51](tel:+20201228731751)

Email : mina.m.moawad@gmail.com

QUALIFICATIONS:

Integrated Marketing Foundation **January 2020**

Digital Marketing Diploma

Project Management Institute **December 2017**

Project Management Professional Certificate

PMP Number: 2117229

American University In Cairo **2014-2016**

Professional Certificate In Project Management (PRMG)

Ain Shams University **2009-2014**

Bachelor Degree in Architectural Engineering - Design Department

Patriarchal College **1996-2009**

Egyptian General Secondary Certificate

EXPERIENCE:

Marketing Team Leader – EDECS **July 2024 – Present**

- Lead a marketing team of 6 professionals, ensuring effective collaboration and performance.
- Develop and execute comprehensive online and offline marketing strategies.
- Oversee social media management, content creation, and campaign execution.
- Monitor and analyze marketing performance metrics to optimize campaigns.
- Coordinate with internal departments and external partners to align marketing efforts.

Media Manager – *Lime Communications*

September 2023 – June 2024

- Manage a team of 3 media buyers and 3 graphic designers to deliver high-performing campaigns.
- Oversee media buying plans across various platforms and industries.
- Lead campaign strategy, execution, and performance analysis for multiple clients.
- Ensure creative alignment between design and media plans to achieve client objectives.
- Optimize campaigns through data-driven insights and performance monitoring.

Digital Performance Manager – *Hero Leads*

June 2022 – August 2023

- Lead the launch of lead generation campaigns after setting the strategy, including selecting recommended platforms, dividing the budget, and creating creative and landing page briefs.
- Coordinate with clients for data gathering and feedback, ensuring alignment with objectives.
- Collaborate with designers to create compelling creatives that resonate with the target audience and drive engagement.
- Work closely with media buyers to execute campaign launches, ensuring proper targeting and optimization to maximize ROI.
- Monitor campaign performance, conduct weekly check-ups, and ensure lead quality.
- Manage over 5 main accounts across automotive, healthcare, real estate, vet clinics, and various business models.
- Utilize dashboards to analyze performance and recommend optimizations.
- Act as the main point of contact for clients, providing regular updates on campaign progress and ensuring client satisfaction throughout the campaign lifecycle.

Senior Digital Marketing Specialist – *Concrete Plus*

September 2020 – May 2022

- Situation Analysis for All Platforms Accounts.
- Put Strategy of Digital Marketing & Objectives with SMART Goals.
- Content Creation for each quarter.
- Co-ordination with social media Agency for Graphic Design & Copywriting.
- Website Analysis & SEO work Plan & Execution.
- Media Buying Plan & Execution
- Coverage Plan for All the upcoming Events.
- Leading an internal team to Manage Social Media Accounts of the Company subsidiaries.

Account Manager – *Cactus Marketing Agency*

January 2020 – August 2020

- Managing many accounts for different clients in various industries.
- Put Strategy of Social Media.
- Content Creation for each quarter.
- Reporting & Analysis for each account.

Planning Section Head – *Inertia Construction*

July 2019 - December 2019

Planning Team Leader – *MH Group-EPMC*

July 2017-June 2019

Planning Engineer – *Infracon*

January 2017-June 2017

Planning Engineer – *Samcrete*

October 2015- December 2016

Site Engineer – *Orascom Construction Industries*

September 2014 - September 2015

COMPUTER SKILLS:

- Primavera
- Microsoft Office
- AutoCAD
- Adobe Photoshop
- Sketch up
- 3D MAX
- Power BI
- Revit
- Slack
- Click UP

LANGUAGE SKILLS:

- Arabic (Native)
- English (IELTS certified)
- French (Intermediate)

PERSONAL DATA:

- Date of Birth: 4th December, 1991
- Nationality: Egyptian
- Military Status: Exempted

References Furnished Upon Request