

MEENA MIKHAIL

Marketing Director | Digital Transformation & Brand Growth Leader

Cairo, Egypt | +20 100 175 6144 | meena.mikhail@yahoo.com

LinkedIn: [linkedin.com/in/meena-mikhail-b770a964](https://www.linkedin.com/in/meena-mikhail-b770a964)

Executive Summary

Experienced Digital Marketing Manager with a demonstrated history of working in the Digital Marketing industry. Skilled in establishing digital departments and building efficient strategies creating online existence, Search Engine Optimization (SEO), AdWords campaigns, negotiation, presentations, and marketing strategy.

Professional Experience

AWA Group – Marketing Director (Sep 2025 – Present)

- Leading the marketing strategy and growth agenda for AWA Group FMCG portfolio.
- Responsible for building strong, scalable brands through group and brand marketing strategy aligned with commercial objectives.
- Brand positioning, portfolio management, long-term growth planning.
- New product development, launches and lifecycle management.
- Trade and shopper marketing in distributor-led markets.
- Integrated ATL, BTL and digital marketing executions.
- Budget ownership, marketing ROI, and performance KPIs.
- Consumer insights, market intelligence and competitive analysis.
- Partnering closely with other units to drive market share growth and distribution expansion.
- Building high-performing marketing teams in a fast-moving FMCG environment.

The KPI Institute – Marketing Manager (Aug 2024 – Sep 2025)

- Developed, implemented, and monitored company-level marketing strategy.
- Transformed brand presentation across websites, social media visuals, and brochures.
- Developed and executed brand strategies to enhance brand image.
- Managed sub-brand identities, including Performance Magazine and smartKPIs.com.
- Increased awareness, lead generation, and qualified traffic.
- Developed content standards and systems.
- Proposed integrated promotional campaigns.
- Audited and updated marketing materials.
- Created product content, brochures, case studies, and webpages.
- Conducted competitive audits.

Nagwa – Digital Marketing Manager (Aug 2023 – Sep 2024)

- Managed KSA expansion and introduction of Nagwa Classes.
- Built culturally adapted content and communication channels.
- Managed budgets and campaign strategies.
- Oversaw media buying, design, and content creation teams.
- Revamped nagwa.com customer journey and UX.
- Built digital advertising strategies across TikTok, Snapchat, Meta, Google and YouTube.
- Developed B2B products and NGO partnerships.
- Supported business development growth and training.

Al Arabia Group – Head of Digital Marketing (Oct 2019 – Aug 2023)

- Led digital transformation across retail, distribution, wholesale, and manufacturing.
- Established digital marketing department and built teams.
- Designed and launched the Gehazy e-commerce platform.
- Developed B2B and B2C websites and digital ecosystems.
- Led SEO, paid media, content and performance strategies.
- Integrated online and offline marketing initiatives.

Freelance Digital Marketing Consultant (Jan 2016 – Jun 2020)

- Built B2B and B2C strategies across multiple industries.
- Delivered full digital ecosystems including websites, SEO, paid media, LinkedIn and YouTube.
- Clients included Flink, Landmark Management Partner, Faa.shopping (KSA), and nefrukhan.com.

Drs. Nicolas & Asp – Digital Marketing Manager (Nov 2017 – Nov 2019)

- Managed SEO, PPC, website redesign and digital campaigns.
- Led budget planning and ROI optimization.
- Conducted market and competitor analysis.

Minapharm Pharmaceuticals – Senior Digital Marketing Officer (Dec 2015 – Nov 2017)

- Managed paid search, SEO optimization, analytics and budgets.
- Created content and storyboard for animated brand videos.
- Improved search rankings and landing page performance.

DMX – Digital Marketing Consultancy – Digital Planning Manager (Jan 2013 – Dec 2015)

- Developed strategic digital marketing plans.
- Managed budgets, creative direction and performance analysis.
- Improved customer engagement and profitability.

Media Pan Arab – Digital Account Manager (Dec 2011 – Dec 2012)

- Managed regional accounts, including Microsoft Egypt.
- Developed media plans, pricing models and regional campaigns.
- Negotiated placements across MEA publishers.

Egitalloyd Travel – Tour Guide (Jun 2002 – Jan 2011)

- Led cultural and historical tours across Egypt.
- Managed logistics, safety and cross-cultural communication.

Education

Bachelor of Arts (B.A.) – Tour Guiding
Ain Shams University (1999 – 2002)