

FARIDA ASHRAF FARRAG

Business & Marketing Consultant | 8+ Years of Experience

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PROFESSIONAL SUMMARY

Results-driven Business & Marketing Consultant with 8+ years of experience driving business growth, leading high-performing teams, and delivering impactful marketing strategies across multiple industries in Egypt and Saudi Arabia. Proven expertise in business development, brand positioning, campaign management, and influencer marketing — from selecting and managing creators to leading large-scale campaigns that achieve measurable ROI.

CORE COMPETENCIES

Marketing Strategy | Business Development | Brand Positioning | Influencer Marketing | Team Leadership
Campaign Management | Strategic Planning | PR & Communications | Microsoft Office

PROFESSIONAL EXPERIENCE

Business & Marketing Consultant | Ellevate for Digital Marketing Solutions — Cairo, Egypt | Oct 2023 – Present

- Develop and execute integrated marketing strategies for diverse client portfolio across digital and traditional channels
- Lead influencer marketing campaigns from talent selection and scripting to execution and performance tracking
- Drive business development initiatives resulting in consistent client acquisition and retention

Marketing Manager | Sail for Marketing Solutions — KSA | Mar 2023 – Oct 2023

- Managed full marketing function including digital campaigns, brand communications, and team leadership
- Delivered data-driven marketing plans aligned with commercial growth objectives

Marketing Manager | Rokn Warda Restaurant — KSA | Feb 2023 – Oct 2023

- Built and executed marketing strategy for restaurant brand across social media, influencer partnerships, and PR
- Enhanced brand visibility and drove customer acquisition through targeted digital campaigns

Marketing Coordinator | DTC — KSA | Dec 2022 – Mar 2023

- Coordinated cross-functional marketing activities and supported campaign execution across multiple channels

Business Development Manager & Director of Marketing & PR | Discounti Business / Application — Cairo, Egypt | Apr 2021 – Nov 2022

- Led dual role overseeing business development pipeline and full marketing & PR function simultaneously
- Managed and mentored large teams across business development and marketing departments
- Drove brand awareness campaigns and strategic partnerships contributing to significant business growth

Business Development Executive | Discounti Application — Cairo, Egypt | Jan 2020 – Mar 2021

- Identified and secured new business opportunities, managing end-to-end sales cycles with key accounts

Business Development Associate | Discounti Application — Cairo, Egypt | Dec 2018 – Dec 2019

- Supported BD team in prospecting, lead qualification, and client onboarding initiatives

Account Manager | IQ Solutions — Cairo, Egypt | Oct 2018 – Dec 2018

- Managed client accounts ensuring high satisfaction and identifying upsell opportunities

Marketing Specialist | Arab Calibers — Cairo, Egypt | Aug 2018 – Oct 2018

- Executed marketing campaigns and managed brand communications across digital platforms

Marketing Coordinator / Intelligence Team Member | Aqar Point — Cairo, Egypt | Jun 2018 – Aug 2018

- Coordinated marketing activities and contributed to market intelligence research and reporting

EDUCATION

Bachelor of Business Administration — Major: Marketing

British University in Egypt | 2014 - 2018

LANGUAGES

Arabic (Native) **English** (Professional)