

Elhamy Attia

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Professional Summary

Results-oriented marketing and business management professional with extensive experience in brand development, trade marketing, retail operations, and strategic planning. Skilled in managing cross-functional teams, implementing marketing strategies that enhance visibility and sales, and driving retail expansion through both offline and digital channels. Demonstrated success in coordinating marketing campaigns, optimizing budgets, and aligning brand identity with corporate goals to achieve measurable growth. Known for strong leadership, analytical thinking, and the ability to adapt to evolving market dynamics.

Education

- **Faculty of Commerce, Accounting Department** 2002
Ain Shams University
Bachelor's

Professional Experience

- **Best Buy (2B) Company** Oct 2023 - Current
Brand Manager
 - **Strategic Brand Planning:** Develop and implement brand strategies aligned with corporate objectives, ensuring consistency across all touchpoints.
 - **E-commerce Management:** Lead the integration of brand presence across online platforms, manage digital campaigns, and optimize e-commerce performance.
 - **Retail Expansion Plan:** Oversee the execution of a comprehensive expansion plan to strengthen retail presence and improve store performance.
 - **Business Development:** Identify new growth opportunities within retail and online markets to support the company's long-term vision.
 - **Cross-functional Collaboration:** Coordinate with marketing, sales, and supply chain teams to ensure cohesive execution of brand and expansion initiatives.
- **Egypt Gold Company** May 2020 - Oct 2023
Marketing Manager
 - **Luxury Positioning:** Crafted high-end branding tailored for premium market segment.
 - **Media Planning:** Led advanced media buying strategies across platforms.
 - **Campaign Management:** Directed seasonal launches and marketing storytelling.
 - **Event Marketing:** Organized luxury events and PR collaborations.
 - **Team Leadership:** Supervised a creative and marketing execution team.
 - **Customer Engagement:** Enhanced loyalty through targeted CRM programs.
- **Al Ahram Beverages Company** May 2016 - Feb 2020
Trade Marketing Manager
 - **Trade Channel Development:** Designed initiatives for Modern Trade and Horeca channels.
 - **Visibility Planning:** Directed POSM rollout across retail networks.
 - **Field Marketing:** Executed field activations increasing regional sales.
 - **Data Utilization:** Integrated market data to adjust trade strategy dynamically.
 - **Retail Audits:** Conducted evaluations to ensure trade program efficiency.
 - **Cross-functional Collaboration:** Worked closely with sales and category teams.

- Alshaya Company

May 2010 - Apr 2016

Retail Area Manager

- **Retail Expansion:** Managed daily operations across multiple brand stores.
 - **Staff Training:** Conducted coaching programs to improve sales and service.
 - **P&L Management:** Optimized profitability and cost control measures.
 - **Customer Service:** Maintained consistent excellence in store service delivery.
 - **Operational Compliance:** Conducted audits and enforced corporate SOPs.
 - **Performance Monitoring:** Tracked KPIs and aligned team goals with sales targets.
- Dufry Duty-Free Shop

May 2007 - May 2010

Duty Manager

- **Shift Leadership:** Directed floor teams during peak airport operations.
 - **Inventory Management:** Oversaw high-value stock across multiple departments.
 - **Sales Promotions:** Drove product-focused events to lift sales performance.
 - **Compliance Assurance:** Adhered to airport protocols and customs regulations.
 - **Team Supervision:** Guided employee productivity and daily schedules.
- Nokia

Feb 2004 - May 2007

Area Manager

- **Regional Oversight:** Managed operations and sales across dealer networks.
 - **Channel Development:** Strengthened partner relationships for growth.
 - **Team Development:** Trained frontline staff on new product features.
 - **Product Launches:** Orchestrated successful local rollouts for key models.
 - **Feedback Channels:** Collected consumer feedback to support R&D.
- Orange

Dec 2002 - Feb 2004

Assistant Shop Manager

- **Customer Relations:** Resolved escalated issues and retained key clients.
 - **Sales Targeting:** Exceeded monthly sales goals through upselling tactics.
 - **Cash Handling:** Managed end-of-day financial closing and reporting.
 - **Shop Operations:** Maintained stock availability and floor presentation.
 - **Staff Coaching:** Supported onboarding and product training.

Skills

- **Brand Positioning:** Proven ability to define and elevate brand identity across competitive markets.
- **Trade Marketing:** Specialized in developing effective trade strategies for retail and distribution channels.
- **Retail Operations:** Experienced in running multi-site retail businesses with full operational control.
- **Strategic Planning:** Adept at creating business plans supporting organizational expansion and sustainability.
- **Digital Strategy:** Expert in leveraging digital platforms for paid advertising, SEO, and lead generation.
- **Campaign Management:** Strong background in planning and executing successful marketing campaigns.
- **Budget Control:** Effective at allocating and optimizing resources to maximize ROI.
- **Leadership:** Proven ability to guide teams toward achieving strategic goals.
- **Event Planning:** Well-versed in managing exhibitions, launches, and high-profile brand events.
- **Market Expansion:** Led initiatives to open new markets and develop regional brand presence.

Computer Skills

- Microsoft Office (Excel, Word, PowerPoint).
- Google Analytics, Meta Ads Manager.
- Digital Marketing Tools and CRM Platforms.

Coursess & Certification

- Marketing and Business Management
- Brand Management
- Key Accounts Management
- Digital Marketing
- Media Buying Advanced
- Strategic Marketing Management
- Effective Time Management

Languages

- **Arabic** : Mother language
- **English** : Very Good