

Abdelkhalek Mamdouh Abdelaziz Mohamed

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Career Objective: -

Dynamic Marketing Manager with a strong track record in brand management, product innovation, and go-to-market strategy. Adept at translating consumer insights into impactful campaigns and securing competitive advantage across diverse markets

Education: -

• Marketing Diploma | RITI | Sep 2014 till April 2015

- Principles of Marketing (21 Hours)
- Marketing Strategy (15 Hours)
- Marketing Research (30 Hours)
- Integrated Marketing Communication (24 Hours)
- Cyber Marketing (12 Hours)
- Customer Relationship Management (18 Hours)

• B.SC | Faculty of commerce Cairo Uni. | Sep 2009 till June 2013

- Business Administration department – Grade: - Good.
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Career Related Experience: -

NTAM | GCC Region | Consultation | March 2024 till now.

• Senior Marketing Consultant (B2G)

- Directed the **end-to-end proposal strategy** for government clients, ensuring submissions were aligned with national priorities, regulatory frameworks, and corporate growth objectives.
- Designed and implemented **client-centric branding and marketing strategies** tailored to public sector needs, strengthening market presence and long-term positioning.
- **Negotiated and secured high-value government contracts**, aligning outcomes with profitability targets and organizational strategy.
- Spearheaded **integrated marketing and communications campaigns** to elevate client visibility and reinforce credibility across government sectors.
- Acted as a **trusted advisor to government stakeholders**, delivering persuasive presentations and strategic recommendations in both English and Arabic.
- Built and sustained **senior-level stakeholder relationships**, providing ongoing strategic consultation to ensure alignment with evolving client priorities.
- Developed **competitive positioning strategies** that enhanced win rates in government tenders and reinforced the company's standing as a preferred partner.

Achievements

- Delivered **public sector branding strategies** that improved client visibility and credibility across **3 ministries**.
- Delivered **8 strategic government proposals**, securing **6 successful project wins** across ministries and authorities in the GCC (**75% win rate**).
- Designed and implemented **B2G go-to-market frameworks**, enabling entry into **5 new government sectors**.
- Built long-term relationships with **senior government officials across GCC**, strengthening the firm's standing as a **trusted partner**.

Aman Holding | Rava Holding Subsidiary | Egypt | FinTec | July 2022 till March 2024

• Product Marketing Manager

- Translated **market research and consumer insights** into strategic product roadmaps, guiding long-term development and portfolio growth.
- Identified and capitalized on **new market opportunities** through competitive analysis, shaping product line expansion and innovation strategies.
- Partnered with Sales leadership to craft **integrated go-to-market and sales strategies**, strengthening market share and driving sustainable revenue growth.
- Delivered **executive-level forecasts, performance dashboards, and strategic recommendations** to inform corporate decision-making.
- Spearheaded **go-to-market initiatives** for new product launches, aligning ROI analysis, cross-functional collaboration, and time-to-market optimization with business objectives.
- Designed **dynamic pricing strategies** leveraging market intelligence and demand forecasting to maximize profitability and strengthen market positioning.
- Provided **strategic oversight of operations**, ensuring resources, teams, and processes were aligned with broader organizational goals.

Achievements

- Designed and launched a **customer loyalty program for Aman e-payment**, driving customer retention and repeat usage.
- Developed and implemented a **new cluster management system** for Aman e-payment, enhancing operational efficiency and service delivery.
- Developed **strategic product messaging and positioning** that drove **13% growth in customer adoption**.
- Conducted market and competitor analysis that resulted in **27% stronger competitive positioning** and a measurable uplift in brand equity.

AWA Group | Egypt | FMCGs | March 2021 till June 2022

• Category Marketing Manager

- Developed and executed **marketing and brand strategies** aligned with company objectives, driving growth and market expansion.
- Directed all **marketing activities**, including communications, press relations, events, BTL campaigns, and digital outreach.
- Led **online marketing campaigns** from ideation to execution, increasing customer acquisition and expanding the client database.
- Oversaw **budget planning and tracking**, ensuring efficient allocation of resources across initiatives.

- Managed **cross-functional teams** in executing brand strategies and achieving business objectives.
- Conducted **business analysis and consumer insight research** to inform brand positioning and product strategies.
- Directed **product planning, pricing, and positioning** to improve competitiveness and profitability.
- Built and managed **strategic partnerships and alliances** to enhance brand presence and support business development.
- Supervised **website management and digital presence**, ensuring alignment with brand identity and customer engagement goals.

Achievements

- Designed and executed **comprehensive market studies** for *Sweet & Slim* and *Squ'easy* products, providing insights to guide product strategy.
- Developed and implemented **brand-specific marketing plans** for *Sweet & Slim* and *Squ'easy*, driving growth and customer acquisition.
- Delivered a **25% increase in P&L performance** for AWA Food Solutions through strategic marketing and brand initiatives.
- Led the **rebranding strategy for Stroofee products**, enhancing brand positioning and market relevance.
- Achieved a **4% increase in market share for Sweet & Slim within one year** and **70% sales growth for Squ'easy** through targeted campaigns.

Basata | Vodafone Subsidiary | Egypt | FinTec | Jan 2018 till Feb 2021

• Senior Product Manager | July 2020 till Feb 2021

• Product Manager | Jan 2018 till June 2020

- Managed the full **product lifecycle**, from launch to retirement, ensuring smooth transitions and minimal excess inventory (E&O).
- Directed **product financial performance (P&L)** and defined **end-to-end customer experience** specifications to maximize profitability and customer satisfaction.
- Conducted **market research and client visits** to identify requirements for current and future products, shaping product vision and strategy.
- Assessed **market opportunities and threats**, translating insights into strategic product roadmaps and guiding internal and external stakeholders.
- Utilized **big data and analytics** to generate actionable insights for product development and performance improvement.
- Developed **product messaging, training, and positioning collateral** to enable marketing and sales teams.
- Evaluated and built **strategic partner relationships**, supporting product growth and market expansion.
- Led **product reviews, performance objectives, and process improvements**, ensuring continuous optimization.
- Coordinated **product phase-out strategies**, effectively transitioning customers and sales to next-generation solutions.
- Gathered and communicated **stakeholder feedback** to refine product offerings and enhance customer value.

Achivments

- Developed **product messaging and sales training materials** that increased sales team effectiveness, driving a **20% uplift in close rates**.
- Designed and launched a **new customer loyalty program**, strengthening retention and driving repeat transactions.
- Spearheaded the **launch of 40 new services**, expanding Basata portfolio and enhancing customer value.
- Increased **P&L performance by 16%**, delivering measurable business growth through strategic product and service initiatives.

Ayman Shahin Group | Egypt | FMCGs | May 2015 till Jan 2018

Brand Manager | Aug 2016 till Jan 2018

- Directed a **diverse FMCG portfolio** of 100+ SKUs across leading brands (Castania, Haribo, Dofreeze, Steenland, Astra, Kraft), driving category growth and profitability.
- Shaped and executed **long-term brand and product strategies**, ensuring alignment with corporate objectives and global brand standards.
- Partnered with Sales and Finance leadership to deliver **accurate forecasting, demand planning, and P&L optimization**, supporting sustainable business performance.
- Designed **strategic trade promotions and go-to-market initiatives** in collaboration with sales teams, strengthening market penetration and competitive positioning.
- Translated **market research and competitive intelligence** into actionable insights, guiding product innovation and lifecycle management.
- Oversaw **marketing campaigns and brand activations**, ensuring full compliance with brand guidelines while tailoring strategies to local market needs.
- Fostered strong relationships with **brand principals and global partners**, ensuring strategic alignment and maximizing market impact.
- Championed **continuous product and process improvements**, enhancing customer value and reinforcing market leadership.

• Assistant Brand Manager | May 2015 till Aug 2016

- Supported the management of **multiple FMCG product lines** (Castania, Dofreeze, Steenland, Astra, Kraft), contributing to portfolio growth and profitability.
- Monitored and analyzed **sales performance, market share trends, and competitor activity**, providing insights to guide strategic decision-making.
- Assisted in the **development and execution of promotional initiatives**, driving customer engagement and increasing product consumption within budget.
- Collaborated with cross-functional teams to identify and implement **business-building opportunities** aligned with investment criteria and brand objectives.
- Conducted **data-driven analysis of consumption and shipment trends**, measuring marketing program effectiveness and recommending improvements.

Achivements

- Contributed to the **planning and execution of Loacker marketing campaigns** (2015 & 2018), strengthening brand visibility and market presence.
- Planned and delivered **HARIBO regional and Loacker meetings in Egypt**, driving regional alignment and brand growth.

- Spearheaded the **Dofreeze product launch event in Egypt**, increasing brand awareness and consumer engagement.
- Achieved **580% sales growth for Steenland products** and **20% sales growth for Astra products** through targeted marketing initiatives.
- Developed and implemented a **marketing and communication plan for Guylian**, resulting in a **325% increase in sales**.
- Designed and executed **planograms for Guylian products**, optimizing in-store visibility and consumer reach.

Al-Dakahlia Group | Egypt | Poultry & Agriculture | July 2014 till May 2015

• Corporate Social Responsibility Specialist

- Supported the design and execution of the company's **Corporate Social Responsibility (CSR) strategy**, delivering impactful social projects aligned with corporate values.
- Managed and promoted **community programs** to strengthen brand reputation and stakeholder engagement.
- Collaborated with **internal and external stakeholders** to ensure alignment and effective delivery of CSR initiatives.
- Coordinated and supported **local community partnerships, charity events, and national initiatives** to enhance the company's public image.
- Designed and developed **CSR projects tailored to regional needs**, ensuring compliance with corporate mandates and cultural relevance.
- Assisted in the planning and execution of **large-scale promotional and community engagement events**.

Trainings & Scholarships: -

- SPIN Selling | Logic Training.
- Egyptian Banking Institute Scholarship | Entrepreneurship - Business planning.
- International Labor Organization Scholarship | Entrepreneurship - Business planning - Feasibility studies.
- EFE scholarship | English - Business Etiquette and Business skills – Advanced Office.

Self-learning and online Courses:

- B2B Marketing | LinkedIn & Project Management Institute | April 2020.
- Create A Brand Strategy | LinkedIn & Project Management Institute | April 2020.
- Branding Foundations | LinkedIn | April 2020.
- Pricing Strategies | Udemy | April 2020.
- Marketing Essentials | The State University of New York at Potsdam | Nov 2019.

Skills: -

Computer Skills:

- M.s office (Word, Excel & Power point): - Very good.
- Internet search: - Very good

Languages:

- Arabic: Mother Tongue.
- English: Very Good (spoken, written and listening).

Personal Data

- Date of birth: 31/8/ 1992
- Marital status: Married
- Gender: Male
- Nationality: Egyptian
- Military Service: - Exemption
- Interests: - Reading especially in management & Marketing