



Nourhan Ali Qandil

Marketing Director, Riyadh, SA

Liverpool John Moores University, London, Uk

A pharmacist and a seasoned marketer with 9 years of expertise in strategic product marketing and product scalability.

Contact



+0201116116957



nourhanaqandil@gmail.com



Cairo, Egypt

Education

2022-2024

Masters of business administrations

*Liverpool John Moores University,
London, England*

2015-2020

Bachelor's of Pharmacy

*Russian University in Egypt
CGPA 3.8*

Personal Info

Nationality: Egyptian Martial

status: Single Owns a car? :

Yes



<https://www.linkedin.com/in/nourhan-ali-qandil-a0a994166/>

Language

English Proficiency:

Fluent

Arabic

Proficiency: Native

Expertise

- Team Management
- Strategic marketing
- Thought leadership
- Growth hacking
- GTM strategy planning and implementation
- Search Engine Optimization (SEO)
- Market Research
- Market Analysis
- Product Marketing
- CRM implementation and management

Experience

2026 – Present

**Industrial Bearing Building Company (IBBCO) – Riyadh,
Saudi Arabia**

Marketing & Sales Director

1. Develop and execute integrated marketing and sales strategies to drive revenue growth and market expansion within the construction sector
2. Manage and grow relationships with key accounts, including major contractors, developers, and government-affiliated entities
3. Lead the full sales cycle: prospecting, technical presentations, negotiations, and contract closures
4. Position EPS and related systems as competitive alternatives to traditional construction methods (e.g., precast, aluminum formwork, blockwork)
5. Identify new market opportunities, partnerships, and distribution channels across Riyadh and KSA
6. Collaborate with technical and engineering teams to align product offerings with client needs and project specifications
7. Oversee branding, digital presence, and marketing campaigns to strengthen market awareness and credibility
8. Analyze market trends, competitor activity, and customer insights to refine go-to-market strategies
9. Build, mentor, and manage a high-performing sales and marketing team
10. Drive strategic partnerships with suppliers, consultants, and regulatory stakeholders to support business growth

2024 - 2025

Dari App / *A Saudi Arabian company*

CleanLine App / *A UAE company*

Head of marketing of Dari App and CleanLine App

- 1.Responsible for leading the marketing teams and acquisition in Saudi Arabia and UAE.
- 2.Develop and execute comprehensive marketing strategies to drive brand awareness, customer acquisition, and revenue growth.
- 3.Lead a team of marketing professionals, providing guidance, support, and mentorship to ensure the team achieves its objectives.
- 4.Oversee the creation and implementation of integrated marketing campaigns across various channels, including digital, social media, email, and traditional advertising.
- 5.Manage the company's brand identity and ensure consistency across all marketing materials and communications.
- 6.Conduct market research to identify trends, opportunities, and competitive threats, and use insights to inform marketing strategies and tactics.
- 7.Collaborate with cross-functional teams, including sales, product development, and customer service, to align marketing efforts with business objectives.
- 8.Analyze marketing performance metrics and KPIs to evaluate the effectiveness of campaigns and initiatives, and make data-driven recommendations for improvement.
- 9.Stay abreast of industry developments, emerging trends, and best practices in marketing, and incorporate relevant insights into marketing strategies.
- 10.Develop and manage the marketing budget, allocating resources effectively

2023 - 2024

SeenaPay / *An emirates-based FINTECH company*

Head of marketing and partnerships

1. Responsible for leading the marketing teams and acquisition in Egypt, Saudi Arabia and UAE.
2. Develop and execute comprehensive marketing strategies to drive brand awareness, customer acquisition, and revenue growth.
3. Lead a team of marketing professionals, providing guidance, support, and mentorship to ensure the team achieves its objectives.
4. Oversee the creation and implementation of integrated marketing campaigns across various channels, including digital, social media, email, and traditional advertising.
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9. Stay abreast of industry developments, emerging trends, and best practices in marketing, and incorporate relevant insights into marketing strategies.
10. Develop and manage the marketing budget, allocating resources effectively to maximize ROI and achieve business goals.
11. Cultivate and maintain relationships with key stakeholders, including media contacts, industry influencers, and strategic partners.

Market research responsibilities “ In Egypt and GCC)

1. Conduct qualitative and quantitative research to gather market data, customer insights, and competitor information.
2. Design, distribute, and analyze surveys, focus groups, and other data collection tools.
3. Analyze and interpret market trends, consumer behavior, and product performance data.
4. Prepare reports, presentations, and dashboards to communicate research findings to stakeholders.
5. Monitor industry trends and competitor activities to provide competitive intelligence.
6. Develop forecasts, market segmentation, and customer profiles to inform marketing and product strategies.
7. Collaborate with cross-functional teams, including marketing, product development, and sales, to support business goals.
8. Present research findings and recommendations to senior management and other key stakeholders.
9. Ensure the accuracy, validity, and reliability of research data.

Events management experience

Events Planning:

- Work closely with clients or internal teams to understand event goals, objectives, and requirements.
- Develop detailed event plans, including timelines, budgets, themes, and logistical arrangements.
- Select appropriate venues, catering services, entertainment, and other vendors in line with the event objectives.

Budget Management:

- Prepare and manage event budgets, ensuring events are executed within financial parameters.
- Negotiate with vendors and service providers to secure cost-effective contracts while maintaining quality.

Logistics Coordination:

- Oversee all logistical elements, including venue selection, transportation, accommodations, and equipment rental.
- Coordinate the setup and breakdown of event spaces, ensuring that all technical, audio-visual, and staging needs are met.

Team Management:

- Lead and manage event teams, including staff, volunteers, and external contractors.
- Provide direction and support to event staff before, during, and after events to ensure smooth execution.
- Oversee event rehearsals, ensuring all team members are aligned with event goals and roles.

2021 - 2023

zVendo / 360-degree eCommerce solutions provider

Marketing Manager

1. Developing and implementing comprehensive marketing strategies, plans, and actions.
2. Creating Go-To-Market (GTM) strategies that align with the overall company's objectives and contribute to its success.
3. Managing the content and creative team, ensuring the delivery of engaging and impactful marketing materials.
4. Overseeing the social media sales and moderation team, driving customer engagement, and managing online reputation.
5. Taking responsibility for the execution of product-related enhancements from a development perspective, ensuring their successful implementation.
6. Managing marketing partnerships and fostering relationships that contribute to the company's customer-referral model.
7. Collaborating with partners to execute marketing initiatives, growth campaigns, and product integrations.
8. Maintaining alignment with other departments to track progress on relevant actions that impact overall targets from a product marketing standpoint.
9. Monitoring competition and conducting thorough competitive analysis to gain insights and stay informed about market trends.
10. Formulating competitive strategies and overseeing the implementation of product-related enhancements based on the findings of competitive analysis.
11. Coordinating and executing brand enhancements and updated product features in collaboration with the development, sales, business development, and customer care teams.
12. Assuming responsibility for overall public relations efforts, managing both in-house and outsourced entities to enhance the company's public image and reputation.
13. Conduct qualitative and quantitative research to gather market data, customer insights, and competitor information.
14. Design, distribute, and analyze surveys, focus groups, and other data collection tools.
15. Analyze and interpret market trends, consumer behavior, and product performance data.
16. Prepare reports, presentations, and dashboards to communicate research findings to stakeholders.
17. Monitor industry trends and competitor activities to provide competitive intelligence.
18. Develop forecasts, market segmentation, and customer profiles to inform marketing and product strategies.
19. Collaborate with cross-functional teams, including marketing, product development, and sales, to support business goals.
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2019 - 2021

zVendo / 360-degree eCommerce solutions provider

Social Media Team Lead

1. Developing and implementing comprehensive social media strategies to increase brand awareness, engagement, and conversions.
2. Leading a team of social media specialists, providing guidance, coaching, and support to ensure their professional growth and successful execution of campaigns.
3. Leading a team of social media moderators.
4. Managing social media accounts across various platforms, including content creation, scheduling, and monitoring performance.
5. Conducting market research and competitor analysis to identify trends, opportunities, and best practices for social media marketing.
6. Collaborating with cross-functional teams, such as marketing, design, and customer support, to align social media efforts with overall business objectives.
7. Monitoring and analyzing key social media metrics and performance indicators, providing insights and recommendations for continuous improvement.
8. Engaging with online communities, responding to inquiries, comments, and reviews in a timely and professional manner.
9. Staying up-to-date with industry trends and emerging social media platforms, recommending innovative strategies and tools to enhance our social media presence.

2018 - 2019

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Marketing Executive

1. Developing and executing creative content strategies to engage and captivate the target audience.
2. Developing technical content, tutorials, and product help center and knowledge base.
3. Creating compelling and high-quality content across various platforms, including blog posts, articles, social media posts, videos, infographics, and podcasts.
4. Conducting thorough research on industry trends, target audience preferences, and competitor content to ensure the production of relevant and impactful content.
5. Collaborating with cross-functional teams, such as marketing, design, and product, to align content with brand messaging and business objectives.
6. Writing, editing, and proofreading content to ensure accuracy, clarity, and adherence to brand guidelines.
7. Optimizing content for search engine optimization (SEO) to drive organic traffic and improve search rankings.
8. Managing content calendars and publishing schedules to ensure consistent and timely delivery of content.
9. Engaging with the audience through comments, inquiries, and discussions, fostering community engagement and building brand loyalty.
10. Analyzing content performance metrics, such as views, engagement, and conversions, to identify opportunities for improvement and optimize content strategy.