

Nour El- Din Adel Mohamed

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Career Objective:

With +13 years of extensive experience in developing and executing strategic marketing communication campaigns. Adept at leveraging creativity, market insights, and cutting-edge technologies to drive brand awareness, enhance customer engagement, and achieve business objectives. Proven track record of success in managing cross-functional teams, collaborating with stakeholders, and delivering impactful integrated marketing strategies. Possess a strong blend of leadership, analytical skills, and a deep understanding of various marketing channels. Committed to driving growth, maximizing ROI, and delivering exceptional results in dynamic and competitive markets. Results-driven Marketing Communications Manager with skill developing and leading diverse and highly successful marketing campaigns that enhance company market share and bottom-line profits. Adept at creating marketing collateral and revitalizing online pages.

Work Experience:

Jul 2025 - Till Now: Working as Marketing Manager at Alba Pharma

Duties:

- **Develop & Execute Marketing Strategy**
 - Create and implement annual marketing plans aligned with company objectives and growth targets.
- **Brand & Portfolio Management**
 - Manage product positioning, life cycles, and differentiation across all therapeutic lines.
- **Market Research & Insights**
 - Analyze market trends, competitors, and sales data to identify opportunities and guide decisions.
- **Product Launch & Campaigns**
 - Lead new product launches and 360° promotional campaigns across digital, medical, and trade channels.
- **Digital & Omnichannel Marketing**
 - Drive digital transformation through CRM, content marketing, webinars, and ethical online presence.

- **Cross-Functional Collaboration**
 - Coordinate with Sales, Medical, Regulatory, and Supply Chain teams to ensure strategic alignment.
- **Budgeting & Performance Tracking**
 - Plan and manage marketing budgets, monitor ROI, and optimize spending efficiency.
- **Team Leadership & Development**
 - Lead, mentor, and evaluate the marketing team; build capabilities and promote innovation.
- **Compliance & Ethical Marketing**
 - Ensure all materials and campaigns meet MOH and industry regulatory standards.
- **Stakeholder & KOL Engagement**
 - Strengthen relationships with key opinion leaders, HCPs, and distributors to enhance market influence.

Jan 2021 – Jun 2025: worked as MARCOM Manager at Nahdet Misr Publishing Group

Duties:

- Develop and promote branding initiatives consistent with corporate goals and objectives
- Maximize brand value through the development of ancillary revenue streams and new opportunities.
- Ensure all products, services and other offering conform to brand identity, conduct ongoing brand management
- Develop marketing plans within budget requirements
- Collaborate with all departments to identify internal and external customer needs
- Communicate and negotiate with promotional partners as needed for joint marketing activities
- Monitor, evaluate and report on similar industry activities, make recommendations based on findings/ opportunities discovered
- Evaluate the success of various communication strategies and provide and implement recommendations for improvements
- Analyze potential new products/media to enhance the marketing/communication.
- Provide strategic leadership to the marketing group and all other departments, set the yearly agenda for the marketing group and actively manage the department to accomplish its goals

Jan 2016 – Dec 2020: Worked as **Head of Digital Marketing & E-Commerce** at **Nahdet Misr Publishing Group**

Duties:

- Managing Digital Marketing Team.
- Set Marketing & Digital marketing strategies using all necessary tools (Website, Emails, social media, Blogs, Affiliate & etc..).
- Build digital product plan, Forecast & strategy on a marketing level.
- Create Marketing Vs, Sales funnel to enhance sales revenue.
- Suggest creative ideas to enhance products overall performance as a new digital player.
- Approve and manage Digital marketing activities to any channel inside Product website
- Work closely with the Marketing Director, CCO & CEO in any running or future Digital Marketing.
- Develop and Manage project/action plans to any Digital Marketing in the company.
- Establish best practices in digital marketing.
- Stay up-to-date with digital technologies developments.
- Analyze web traffic metrics and suggest solutions to boost web presence.
- Watching a competitor's online reputation.
- Ensure applying of community guidelines across all digital channels.

Jan 2016 – Dec 2020: Worked as **Digital Product Manager** at **Nahdet Misr Publishing Group**

Duties:

- Build a digital product strategy according to organizational goals, market trends, customer demands, and the requirements of other stakeholders.
- Develop a comprehensive product road-map that includes all product features, resources, timelines, and other essential details.
- Collaborate with designers and developers to ensure the deployment of necessary features.
- Gather product feedback from customers and other stakeholders and optimize the digital product accordingly.
- Partner with other teams to manage the product road-map and eliminate product backlog.
- Conduct market and customer research and derive insights to gain a competitive edge.
- Train the sales and marketing team about the product and all its features.

Aug 2016 – Till Now: Worked as **Digital Marketing Consultant**.

Duties:

- Acts as a resource for more complex digital communications and marketing collateral, in collaboration with appropriate stakeholders, that support consistent enterprise core messaging and business goals for his/her assigned area(s) of responsibility.
- Communicates more complex marketing plans and ensures they are understood by all stakeholders and team members.
- Identifies and recommends solutions to more complex digital marketing issues and/or concerns.
- Analyzes and consults on the development of more complex performance metrics and benchmarks to track and assess the effectiveness of assigned digital marketing plans to management and/or appropriate internal stakeholders.
- Obtains Voice of the Customer (VOC) within the assigned area of responsibility to continuously respond to trends and feedback, and improve the process.
- Promotes digital tactics, concepts, and solutions to internal stakeholders for buy-in and approval.

Industries worked with:

Publishing “Unlimited press” – **Real Estate** “Mountain View” – **Tourism & Booking** “Flyin” – **Furniture & Home décor** “Venicia – Escaros Textile” – **Pharmaceutical** “AlFouad Pharmacies” – **Health care** “Icare” – **Hospital** “Agial Hospital” – **Digital Agencies** “Innovation PR” – **Retail** “Sky Egypt” – **Education** “MIU – Online American School” – **SAAS** “Elsar” (Learning and Development Management System in KSA) – **SAAS** “Wave” (Payment & Payroll in Canada) – **Real Estate** “ALTOP Real Estate” (Real estate company in Turkey) – **E-Commerce** “MARJ” (B2B Marketplace in KSA) – **SAAS** “Jissr” (HR solution in KSA)

Jan 2015 – Aug, 2015: Worked as **Senior Digital Marketing Specialist** at **Tallita**.

Duties:

- Design digital media campaigns aligned with business goals
- Coordinate the creation of digital content (Website, Blogs, Press releases and Podcasts)
- Manage end-to-end digital projects
- Establish our web presence to boost brand awareness
- Maintain a strong online company voice through social media
- Liaise with Marketing, Sales and Product development teams to ensure brand consistency
- Suggest and implement direct marketing methods to increase profitability
- Monitor ROI and KPIs.
- Stay up-to-date with digital media developments

Jan 2013– Jul, 2014: Worked as **E-Commerce Specialist** at **Souq.com**.

Duties:

- Assist in the development and implementation of E-Commerce projects for the company.
- Responsible for project management and administration of these projects.
- Assist in the definition and management of the project scope, determines project goals and outcomes, assemble and validate technology and capital resources, and measure and report performance, my job duties were:
- Manage and support client and developer relationships.
- Author and manage online storefront components, including forms, customers, pricing, shipping and security.
- Manage and edit client data lists for variable data output.
- Opens customer accounts by recording account information.
- Maintains customer records by updating account information.
- Resolves product or service problems by clarifying the customer's complaint, determining the cause of the problem, selecting and explaining the best solution to solve the problem, expediting correction or adjustment, following up to ensure resolution.

Dec, 2011– Dec, 2012: Worked as **Digital Marketing Executive** at **Dear`n` Deal**

Duties:

- Develop and manage digital marketing campaigns
- Oversee a social media strategy
- Write and optimize content for the website and social networking accounts such as Facebook and Twitter
- Track and analyze website traffic flow and provide regular internal reports
- Continually work on the Search Engine Optimization of the website(s)
- Fix any errors or bugs in online content
- Edit and post videos, podcasts and audio content to online sites

Educational Background:

- **Sep, 2023 till Now Started Marketing Master at Aston University {UK}**
- **May, 2011 B.A. In Arts, Cairo University – Department: Oriental Languages Dep.: - Hebrew GPA: 79.6%.**

Certificates:

- **Nov, 2012** Essentials of Human Resources from (SHRM).
- **Nov, 2016** Google Analytic Certification.
- **Aug 2016** Google partners training,
- **Dec, 2016** Google AdWords Certification.
- **Dec, 2016** Facebook blue print Certification.
- **Jan, 2017** Twitter flight school certification.
- Hubs-pot Academy inbound marketing certificate
- Affiliate marketing mastermind certificate
- Growth Hacking New Digital Marketing Trend
- **May,2021** Project Management professional certification – Google.
- **Mar.2022** VIP Digital Marketing Diploma- Uedmy

Skills:**Language Skills:**

- Fluent command of English both written and spoken
- Very Good command of Hebrew both written and spoken
- Arabic native language.

Digital Skills:

- Advanced in Digital Marketing.
- Advanced in Marketing.
- Advanced in Digital Analysis.
- Professional in E-Commerce & M-Commerce
- Professional in Creative Content Copyrighting.
- Professional user in Agile system.
- Professional user in Bitrix 24 system.
- Professional user in TFS managing system.
- Online advertising
- Product launches
- Data-driven decision making
- Agency management
- Mobile marketing
- Internal communications
- Competitive analysis
- Customer segmentation
- Marketing automation
- Consumer insights
- Marketing strategies
- Digital communications

Personal skills:

- Hard works.
- Estimating time value.
- Good communication with individuals.
- Ability to work within a team and without team.
- Self-learning capabilities.

Personal Information:

- Age: **35**
- Marital Status: **Single**
- Nationality: **Egyptian.**
- Military Status: **Exempted**