



Dalia.H.Attia



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SUMMARY

Dynamic Marketing & Business Development Professional with over 8 years of experience in **full marketing plan, experiential marketing, event management, and strategic brand development** across **FMCG, healthcare, real estate, automotive, retail, and corporate sectors**.

Proven expertise in **driving business growth, enhancing brand visibility, and executing high-impact campaigns** that deliver measurable results. Skilled in **developing integrated marketing strategies, leading cross-functional teams**, and managing multi-channel initiatives from concept to execution. Strong background in **client relationship management, marketing plan & strategy, and budget optimization**, ensuring maximum ROI and sustained brand performance. Recognized for fostering **innovation, creativity, and operational excellence** to deliver impactful marketing solutions across Egypt and the GCC region.

•SKILLS

- Strategic Thinking
- Brand Development
- Leadership
- Market Analysis
- Customer Relationship Management
- Sales Acumen
- Digital Marketing
- Innovation
- Sales & Marketing Management
- Presentation Skills
- Multi-Channel Campaign Management

Core Competencies

- Experiential & Event Marketing
- Strategic Business Development
- Client Relationship Management
- Budgeting & Negotiation
- Leadership & Cross-Functional Coordination
- Proposal Development & Pitching
- Campaign Planning & Execution

• KSA Projects

- QV Activation Booths
- Whites Booths
- EPC Event
- Hazi Masr Exhibition
- Health holding Booth
- Forbes Event

Key Achievements

- Revenue Growth: Spearheaded marketing initiatives that delivered an average 30% increase in client revenue within 3–6 months.
- Client Acquisition: Secured 15 new high-profile clients, significantly expanding the agency's portfolio and market presence.
- Brand Development: Strengthened client brand positioning, achieving a 60% boost in brand awareness and engagement.
- Innovative Solutions: Introduced cutting-edge marketing tools and creative strategies that enhanced campaign effectiveness and client satisfaction.
- Market Penetration: Successfully entered new market segments, driving a 35% increase in market share for key clients.
- ROI Optimization: Delivered a 30% improvement in campaign ROI through strategic planning, effective execution, and continuous optimization.

Professional Experience

Eventum Exhibitions Middle East – Riyadh, Saudi Arabia **Project Marketing Manager & Business Development** **Manager | May 2025 – Present**

- Results-driven marketing and business development professional leading strategic initiatives and large-scale experiential projects for top-tier clients.
- Oversee the full project lifecycle — from concept and proposal development to execution .
- Collaborate with creative, AV, and production teams to deliver engaging, innovative, and interactive event solutions.
- Strengthen client partnerships and secure new business opportunities through strategic planning, effective communication, and market insight.
- Contribute to the company's regional growth and positioning as a leading experiential marketing and event solutions provider in the GCC.

Meraki & Beyond – Egypt & GCC
Business Development & Marketing Unit Head | NOV 2022
– April 2025

• **Projects**

- MACRO GROUP
- Mash premiere
- ASUS
- Cooler Master
- Mountain View
- Alahly sabbour developments
- Domiatec Agri-Group
- seven
- Beltone
- Huawei
- GLC Paints

- Led strategic business development and marketing initiatives across Egypt and the GCC, driving revenue growth and market expansion.
- Managed and mentored a high-performing team, achieving a 30% increase in sales pipeline and 25% growth in closed deals.
- Developed and implemented scalable sales and marketing processes, improving team productivity by 20%.
- Strengthened relationships with key decision-makers, enhancing client satisfaction and long-term partnerships.
- Designed and delivered strategic proposals, presentations, and marketing campaigns that boosted client acquisition by 15%.
- Created tailored business solutions to address client needs, resulting in a 20% improvement in retention and satisfaction.
- Collaborated with product and marketing teams to align market insights with business goals, increasing overall performance.
- Ensured smooth client onboarding and project delivery, reinforcing customer loyalty and brand reputation.

Marketing & Business Development Manager at Digitree Agency. | November 2021 – October 2022

- Led marketing and business development for a digital creative agency specializing in branding, social media, and performance marketing.
- Expanded the client base, built key partnerships, and increased revenue through strategic outreach.
- Managed campaigns and client relations, ensuring data-driven, result-oriented solutions.
- Trained and mentored new Business Development members resulting in a 50% increase in team productivity

• Projects

- kashier payments
- OPPO
- Faragello
- Patchi
- MAVEN Developments
- Careem
- Samsung
- Money Fellows
- Merck

Marketing Director at BeBrand Advertising Agency & Niche Magazine. | January 2021 – October 2021

- Directed marketing strategy and creative operations across both the advertising agency and lifestyle magazine divisions.
- Led brand development, campaign planning, and media execution to enhance visibility and client engagement.
- Managed cross-functional teams in digital marketing, content creation, and design to deliver impactful campaigns.
- Built and maintained relationships with key clients, overseeing customized marketing solutions to meet business goals.
- Drove business growth by identifying new opportunities, optimizing marketing performance, and aligning initiatives with company objectives.

Marketing & Business Development Manager at Global Conveyor Technology. July 2019 – January 2021

I was responsible for contacting potential clients, planning and overseeing marketing initiatives, researching organizations and individuals, increasing the value of current customers, finding and developing new markets, attending conferences and industry events, developing quotes and proposals, developing goals for the development team, and training personnel.

Marketing & Channels Manager for Global Data& Network Connectivity at Bharti Airtel. India. March 2017 – April 2019

I was responsible for leading business development activities, developing and implementing sales and marketing strategies, identifying new prospects, maintaining sales activity reports, bringing new business, identifying client needs, writing and delivering business proposals, answering client queries, and attending discussions and seminars.

• Projects

- Empire State Developments
- Golden View Developments
- Dahab Masr
- JD Holding
- United Development Group
- EGYPTO GROUP
- Niche Magazine

Account Manager at IGH. April 2016 – March 2017

I was responsible for developing and managing accounts, building and maintaining client relationships, guiding and stewarding throughout the digital process, presenting work to clients, driving outcomes and profitability, and guiding the sales team.

Account Manager at Teleperformance. Cairo, Egypt. December 2015 –February 2016

I was responsible for handling client accounts, communicating progress to internal and external teams, forecasting and tracking account metrics, liaising between the client and internal teams, and achieving client targets through team leadership.

Account Manager at Xceed . Cairo, Egypt. January 2015 – November 2015

I was responsible for being the lead point of contact for the account, developing and implementing account strategy, ensuring client needs are met, resolving client challenges, and developing opportunities.

Business Development Specialist at Target Marketing Agency. Cairo, Egypt. February 2012 –April 2014

I was responsible for planning publicity strategies and campaigns, dealing with inquiries, organizing promotional events, speaking publicly, providing clients with information, analyzing media coverage, commissioning market research, liaising with clients and staff, and maintaining client relationships.

Tour Guide at Egyptian Museum. Cairo, Egypt.

July 2008 – July 2011

I was responsible for organizing tours, offering specialist knowledge, communicating with tour groups, leading the tour group, and providing useful and interesting information.

Personal Information

- Place of Birth: Egypt
- Date of birth: 10/01/90
- Marital Status: Single

Education

01/2020

- MBA Diploma | Business

05/2011

- Bachelor of Arts | Archaeology
Specialty: Egyptology

05/2008

- High School Diploma

Courses

Asian Business School

National Seminar on Assessing myopia in current economic dynamic: Challenges for sustainable growth.

Ctc Academy

Communication skills Creating positive relationships, communication basics, listening skills, body language, and communication style.

One Academy

Press and Marketing at Selling skills, the sales cycle, finding new clients, why write? Effective business writing skills.

Certifications

- 2022 Udacity Digital Marketing
- 2020 MBA Diploma: Major in Business
- 2011 Bachelor of Arts: Major in Archaeology with a specialty of Egyptology
- 2008 High school diploma.

Languages

FIRST LANGUAGE

Arabic

Proficient

English