

Aya Zaki Mohamed

Marketing Manager

Email: ayazaki21344526@gmail.com

Address: 233, Degla / Maadi, Cairo

Phone: +201004070446

Personal Profile

A dynamic and results-driven Marketing Manager with over 5 years of experience across Luxury Furniture, Real Estate, and Healthcare sectors. Specialized in creating integrated marketing strategies combining high-end visual storytelling with data-driven digital campaigns. Proven ability to lead creative teams, optimize lead generation, and build strong online brand presence.

Work Experience

Art House Furniture | Marketing Manager

July 2025 – Present

- **Brand Positioning:** Successfully repositioned the brand as a luxury market leader across Cairo, Alexandria, and 6th of October branches by implementing high-end storytelling and "Super A Class" aesthetic, significantly elevating brand perception among HNWIs.
- **Creative Direction:** Spearheaded the production of premium video series and professional photography in collaboration with design and engineering teams, resulting in a 40% boost in organic social media engagement.
- **Campaign Management:** Directed high-value promotional events, including the "Open Factory Day" and the March 2026 100% Cashback campaign, achieving record-breaking showroom visits and a substantial increase in online conversions.

Kimit Real Estate & Legal Consultancy | Marketing Team Leader

January 2024 – June 2025

- **Department Leadership:** Led the Content Creation Department for luxury real estate projects, streamlining workflows between creative and sales teams to ensure 100% alignment with quarterly sales objectives.
- **Performance Optimization:** Monitored KPIs and ROI for multi-platform property launches, optimizing lead performance and reporting accuracy to ensure efficient allocation of digital advertising budgets.

Aveda Clinic | Marketing & Social Media Specialist

January 2021 – December 2023

- **Brand Growth :** Developed and executed a full-cycle marketing strategy from the ground up. **Result: Increased brand visibility by 80%** within the first 24 months through consistent, high-quality medical branding.
- **Lead Generation :** Managed targeted Meta and Google Ads campaigns focused on patient acquisition. **Result:** Delivered a steady stream of high-intent leads, significantly increasing monthly clinic bookings.

Freelance Marketing & Media Specialist

2022 – 2025

- **Adly Chess Academy:** Led international festival media coverage. **Result: Increased digital engagement by 70%** through real-time content and strategic community management.
- **Healthcare Branding:** Produced patient testimonials and premium medical branding for Dar Al Hekma Hospital and Clarité Clinic, enhancing patient trust and professional credibility.

Education

Bachelor of Economics and Political Science *Suez University, Egypt | 2018 – 2022*

- **Grade:** Very Good with Honors.
- **Key Focus:** Public Relations, Media Economics, Political Marketing.

Skills

- **Strategy:** Marketing Strategy Development, Market Research, Competitor Analysis.
- **Leadership:** Team Coordination, Budget Management, Project Planning.
- **Digital:** Meta Ads, Google Ads, SEO/SEM, Analytics & ROI Reporting.
- **Creative:** High-end Branding, Video Production Direction, Visual Storytelling.

Interests & Hobbies

Traveling | Music | Art | Landscape Photography | Walking & Jogging