



HUSSEIN MAKKI

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PROFESSIONAL SUMMARY

A Senior Digital Marketer with over 7 years of experience in the industry. I am also an experienced digital marketing lecturer/consultant with over 22,000 students/clients in my portfolio and collaborations with top global, regional, and national educational institutions and universities.

EXPERIENCE

Business Unit Director

Relevate | Egypt

July 2026 - Current

- Led business development initiatives to identify and secure high-value client acquisitions, successfully expanding the agency's portfolio and driving net-new revenue.
- Orchestrated the end-to-end onboarding strategy for newly acquired accounts, partnering closely with the account management team and internal units to seamlessly integrate brands into the agency ecosystem.
- Directed the full operational unit, optimizing internal workflows, resource allocation, and cross-functional collaboration to support rapid client scaling and ensure flawless execution.
- Acquired and managed clients in the sectors of hospitality, food & beverage, medical, mechanical engineering, and more.

Digital Marketing Lecturer/Instructor

Multiple Entities | Egypt

Jan. 2021 - Current

- Currently lecturing Digital Marketing at Cairo University's Faculty of Mass Communication for 3rd year advertising students.
- Delivered educational content to over 24,000 students across the Middle East and the World through live, offline, and online courses available on different platforms.
- Built Curricula that covers topics in Digital Marketing, Media Buying, Content Creation, AI, and Digital Strategies.
- Partnered with global institutions and platforms such as Udemy & Coursera to create courses about digital marketing, AI Content writing, and media buying.
- Taught multiple live digital marketing courses and sessions with various institutions and corporates, such as: Cairo University, AAST, ALEX Bank, AmCham, Brilliance Business School, The Copywriter, and more.

Senior Digital Account Manager

Serviceplan Experience | Dubai, UAE "Remote"

Feb. 2023 - June 2025

- Managed key brands and clients regionally from UAE, KSA, Egypt, and Guatemala
- Established full digital and social media marketing strategies that contributed in the successful launch of the company's social media platforms
- Supported other integrated teams in running a smooth digital experience to clients such as the digital media buying plans
- Managed the monthly content calendar and ensure brand identity and guidelines are inline
- Managed clients' website development deliverables when needed
- Created the proper coordination and synergy between the creative, strategy, social media, community management, media buying and developers teams to ensure clients' goals are met accurately

Digital Marketing Manager

Luftborn | Cairo, Egypt

Feb. 2022 - Feb. 2023

- Fully managed the digital marketing operations of one of Denmark's most innovative software companies
- Established a full digital media strategy that contributed in the successful launch of the company's social media platforms
- Managed all media buying activities on Facebook, LinkedIn, and Google SEM
- Built automated email marketing sequences to attract potential clients at different stages in the funnel
- Managed the monthly content calendar and ensure brand identity and guidelines are inline
- Conceptualized, wrote, and established several landing pages as well as building our entire web existence from scratch in an advanced modern technique
- Introduce and provide guidance on multiple creative and digitally relevant executions that aids in the brand's digital growth
- Used Artificial Intelligence tools to enhance and speed up progress of written content plans and social media posts

Senior Account Manager

Jan. 2021 - Feb. 2022

Account Manager

Dec. 2019 - Jan. 2021

Icon Creations | Cairo, Egypt

- Managed key clients in Egypt and KSA leading the industries of healthcare, entertainment, FnB, automotive, and education such as Al Mokhtabar labs, KidZania, BillyBeez, AppleBees, Petromin Autocare, Al Doha, AGM Jeep, Infinity Renewables, Coffee Break, Dolphin Tuna, Al-Adwaa, Home Refill KSA and Nahdet Misr.
- Created the proper coordination and synergy between the creative, strategy, social media, community management, media buying and developers teams to ensure clients' goals are met accurately
- Ensured all feedback and tasks from the client are delivered to the team on time and vice versa
- Made sure all deliverables are according to the brand guidelines provided by the clients
- Provided guidance and consultancy to clients on the best case practices and actions that aided in brands digital and social growth

VOLUNTEER EXPERIENCES

National Director Of Marketing And Communications

Aug. 2017 - Oct. 2017

AIESEC Ethiopia | Addis Ababa, Ethiopia

Local Manager of Global Exchange Project

Jan. 2013 - Jan. 2014

AIESEC Cair University | Cairo, Egypt

EDUCATION

Bsc. in Political Science

June 2016

Faculty of Economics and Political Science, Cairo University, Cairo, Egypt

General Secondary Education

July 2011

AB Language School, Cairo, Egypt