

Osama Mostafa Ibrahim

Strategic Group Marketing Manager and Brand Architect

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Professional Summary

Certified Strategic Group Marketing Manager and Brand Architect with over a 12 year career journey, progressing from hands on execution to leading end to end brand growth and commercial marketing leadership, owning P&L responsibility, budgets, and integrated 360 degree campaigns across Egypt and the GCC. Combining a B.Sc. in Civil Engineering with CMI's level 7 postgraduate diploma in Strategic Management and Leadership (MBA Equivalent) to advance corporate governance, architecting data driven marketing ecosystems that seamlessly bridge the gap between technical logic, corporate brand architecture, and high performance customer acquisition. Possesses a proven track record of taking brands from zero to launch while designing multi tier conversion funnels, optimizing CRM infrastructures for high velocity MQL handoffs, scaling established portfolios and managing cross functional teams to deliver measurable KPIs across B2B and B2C sectors, including Real Estate, Engineering, SaaS/Tech, Fashion, and FMCG. Adept at driving revenue growth and engineering brand performance from strategy to execution through high impact ATL & BTL campaigns that increased sales by up to 30%, improved customer retention by 85%, reduced customer acquisition costs by 15%, and grew digital brand reach by 40%, while consistently stabilizing CPL at the market floor during highly competitive launches.

Professional Experience

Marketing Strategy and Brand Growth Manager – Technoraft Digital Solutions (Egypt)

Nov 2025 – Present

- Re-engaged to optimize and refine the company's marketing and sales strategy following a period of organizational change.
- Managed and oversaw the complete marketing and sales operations for a diverse SaaS portfolio across the Legal, Education tech, and HealthCare Sectors, owning brand performance from strategy to execution.
- Spearheaded the market expansion of specialized SaaS brands, achieving a 30% increase in sales within the first 6 months.
- Improved customer lifetime value by 85% through a revamped Customer Success brand initiative and retention frameworks.
- Overhauled the B2B sales presentation framework and pitch decks, resulting in a 20% higher conversion rate during lead to close meetings.
- Optimized customer acquisition channels and conversion funnels, resulting in a 40% improvement in lead quality within the first quarter.
- Reduced campaign waste and optimized ad performance, improving ROAS by 35% across paid channels.
- Re-aligned product roadmaps with market demand, ensuring all marketing initiatives and brand activities directly contribute to scalable business growth and revenue targets.

Group Marketing and Brand Manager – Propel Entrepreneurship (UAE)

Aug 2024 – Oct 2025

- Architected and implemented a unified marketing and branding strategy for 4 subsidiaries (Construction, MEP, Facility Management, Interior Design), defining their competitive positioning and ensuring brand synergy across the UAE market.
- Established the Propel brand from inception, defining market positioning for the SME sector.
- Directed the Brand Identity and guidelines for the entire group, ensuring 100% brand synergy across all UAE operations.
- Grew the brand's footprint in the UAE SME sector by 30% through targeted PR, aggressive positioning and localized content strategies.
- Increased digital engagement by 45% and follower growth by 60% across corporate channels.
- Reduced turnaround time for marketing deliverables by 25% through streamlined workflows and team coordination.
- Improved website conversion performance and professional brand perception by 20% through customer journey optimization and stronger brand communication.
- Regularly presented brand performance audits and strategic pivots to the Board, ensuring alignment between creative output and corporate ROI.

Strategic Marketing and Brand Consultant (Project-based) – Brandera Agency (Egypt & GCC)

Jul 2024 – Present

- Provided high level Brand Architecture and Strategic Marketing Consultancy for a select portfolio of B2B and B2C clients across Egypt and the GCC, focused on delivering full funnel growth strategies and internal marketing systems.
- Managed P&L operational budgets for multiple brands across Real Estate, Fashion, and FMCG sectors, consistently delivering campaigns with measurable KPIs.
- Increased digital brand reach by 40% for major clients through full funnel strategies, integrated marketing campaigns and optimized digital strategies.
- Improved campaign engagement rates by 65% through audience focused content and performance optimization.
- Improved project delivery efficiency by 55% through stronger workflow management and KPI tracking.

Marketing and Brand Manager – Brandera Agency (Egypt & GCC)

Jun 2023 – Jul 2024

- Founded and scaled a boutique, integrated marketing agency from scratch, building a diverse client portfolio and managing cross functional teams to deliver branding and digital solutions for regional market leaders across Egypt and the GCC.
- Directed end to end strategy, creative direction, and 360° integrated campaigns for high stakes industries (Real Estate, Apparel Manufacturing, and FMCG), driving an average 30% increase in client sales volume within the first year of deployment.
- Spearheaded brand positioning and digital transformation strategies for major portfolio clients, successfully expanding their digital brand reach by more than 40% through full funnel optimization.
- Managed marketing budgets and brand performance from strategy to execution, achieving a 15% reduction in customer acquisition costs (CAC) across active B2B and B2C campaigns.
- Led multi-disciplinary creative and media teams to overhaul brand communication assets, resulting in a 65% improvement in campaign engagement rates through data driven and customer-focused marketing initiatives.

Marketing and Sales Manager – Technoraft Digital Solutions (Egypt)

Jan 2023 – Jun 2024

- Spearheaded new sales and marketing strategies that drove a 25% increase in sales and 50% improvement in customer retention.
- Reduced Customer Acquisition Cost by 15% while increasing campaign productivity by 60% through a new project management framework.
- Integrated consumer insights into product roadmaps, boosting the success rate of new product launches by 20%.
- Directed a cross functional team in executing market driven initiatives that improved overall ROI.

Creative Director – Project Based Agency (Egypt & GCC)

Nov 2019 – Jan 2023

- Directed brand storytelling, creative strategy, and campaigns for SMEs and startups in retail, fashion, real estate, and service sector.
- Delivered full visual identity systems and campaign rollouts, aligning creative concepts with business objectives.
- Led teams of designers, photographers, and content creators to execute high-quality campaigns.

Creative Strategy Lead – Project Based Agency (Egypt & GCC)

Apr 2017 – Oct 2019

- Managed end to end creative execution across multi-channel campaigns, overseeing concept development, copywriting, and visual design from brief to delivery.
- Collaborated with strategy and marketing teams to ensure all creative output reflected brand objectives and drove measurable audience engagement.
- Led internal and external creative teams to maintain brand consistency and deliver campaigns that elevated visibility across digital and offline touchpoints.

Selected Brand Case Studies

- **EdTech and SaaS Brands:** Successfully launched and scaled ERP and education focused software brands targeting legal, educational, and healthcare sectors, implementing full funnel growth strategies that contributed to increased market penetration and customer acquisition growth exceeding 30%.
- **B2B Sector (Propel UAE):** Owned the strategic positioning of 4 specialized corporate brands across the construction, MEP, FM, and interior design sectors, establishing strong market visibility, unified brand architecture, and improved B2B stakeholder engagement within 12 months.
- **Real Estate Portfolio:** Led end to end branding and 360° campaign execution for high stakes real estate developments, aligning project positioning with target audience expectations and sales objectives to deliver stronger lead generation, stabilized CPL, and enhanced project visibility.
- **Fashion & Consumer Brands:** Managed branding, Go to Market strategies, and digital campaigns for fashion and lifestyle businesses, driving measurable customer lifecycle improvements, increased brand awareness, and maximized customer interaction rates across all digital touchpoints.

Core Competencies

- Brand Governance & Corporate Strategy
- Brand Ownership & P&L Management
- Brand Architecture & Market Positioning
- Portfolio Governance & Multi Brand Operations
- Corporate Communication & Integrated Marketing Communications (IMC)
- Reputation, Crisis, & Change Management
- Stakeholder, Client, & Vendor Management
- Business & Strategic Management Research
- Market Share Expansion & Competitive Intelligence
- Product & Service Brand Development
- Cross Functional Team Leadership
- Commercial Growth & Performance Marketing
- Full Funnel Growth Strategy & ROI Optimization
- Go to Market (GTM) Planning & Execution
- 360° Integrated Marketing Campaigns (ATL/BTL)
- Lead Generation & Conversion Optimization
- Customer Journey & Lifecycle Optimization
- Customer Retention Strategy
- Consumer Behaviour & Market Insights
- Campaign Planning & Data Driven KPI Analysis
- Digital Transformation Leadership
- CRM Architecture & Lifecycle Tracking

Education

- **CMI – United Kingdom**
Postgraduate Diploma - Level 7, Strategic Management & Leadership (MBA Equivalent)
2026
- **Nile Higher Institute for Engineering and Technology – Egypt**
B.Sc. in Civil Engineering
Jun 2018
- **MLS – Egypt**
High School Certificate
Jun 2012

Languages

- **Arabic:** Native
- **English:** Fluent
- **French:** Basic