

Magdoleen Morcos Faress

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"Results-driven Marketing Manager with experience in brand development, digital marketing, product marketing, corporate communications, and event management. Proven ability to lead multi-brand marketing initiatives, launch new products and services, manage digital transformation projects, and develop strategic campaigns that support business growth and strengthen market positioning within the lighting industry."

Experience

SEP 2024 – PRESENT

Marketing Section Head | Siraj Lighting, Industries, Egypt.

"Responsible for developing and executing integrated marketing strategies, managing corporate and product branding, leading digital transformation initiatives, overseeing content creation and communications, organizing corporate events, supporting business development activities, and promoting innovation, education, and thought leadership across Siraj Lighting, Flare Lighting, Siraj Academy, and Lightship Lab."

Key responsibilities:

- Develop and execute integrated marketing strategies to strengthen brand positioning and support business growth.
- Lead branding and marketing activities for corporate and product brands, including Flare Lighting, Siraj Academy, and Lightship Lab.
- Manage website development, digital marketing campaigns, social media platforms, and online brand presence.
- Oversee the creation of marketing collateral, including product datasheets, catalogs, company profiles, videos, presentations, and technical documentation.
- Coordinate product launches, promotional campaigns, exhibitions, seminars, and corporate events.
- Collaborate with R&D, sales, and external agencies to align marketing initiatives with business objectives.
- Direct project photography, videography, and content production to enhance brand visibility and customer engagement.
- Support lead generation and business development through strategic partnerships, thought leadership initiatives, and targeted marketing activities.
- Promote innovation and industry leadership through educational programs, technical training, and research-driven marketing initiatives.
- Manage marketing budgets, suppliers, and external service providers to ensure effective project delivery

JUNE 2022 – AUGUST 2024

Marketing Team Lead, Innovo Group, Uk, UAE, Egypt.

In my role, I support all corporate departments with my team to reach our goals and targets:

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door.
- Deploy successful marketing campaigns and own their implementation from ideation to execution.
- Experiment with various organic and paid acquisition channels like content creation, pay-per-click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis. For the following Accounts: " Scavolini Eg – Siematic Eg – Brighton Lighting – Synarti Sanitary Ware – Kenton – Expora – Solinq Flooring " on all social media platforms | Facebook | Instagram | LinkedIn | YouTube.

- Produce and build valuable and engaging content for our website and blog that attracts and converts our target groups.
www.solinq.com - www.brightonlighting.co.uk - www.synarti.com - www.kentondesigns.co.uk - www.innovogroup.com
- Build and create branding & corporate catalogue for each brand with all specifications and information of products.
- Build strategic relationships and partner with key industry players, agencies, and vendors.
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate FUNDS WISELY.
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies.
- Measure and report on the performance of marketing campaigns, gain insight, and assess against goals.
- Handle and operate all activations on the ground like exhibitions (Big5 Saudi) along with in-house events and the grand opening of showrooms.
- Analyze consumer behavior and adjust email and advertising campaigns accordingly.
- Handle Events, interactive and useful collaboration with multilabel accounts.
- Manage PR Campaigns and our presence in the market

JULY 2021 – FEB 2022

Operation & Marketing Manager, WAW designs Furniture, Egypt.

In my role I support all departments with my team to reach our goals and Targets:

- Ensure all operations are carried on in an appropriate.
- Improve operational management systems, processes and best practices
- Plan inventory and oversee warehouse efficiency.
- manage all branches and follow up on sales and target
- Handling delivery times with clients
- Optimize the deliveries schedule with factory.
- Find ways to increase quality of customer service
- Provide inspired leadership for the organization.
- Make important policy, planning, and strategy decisions.
- Develop, implement, and review operational policies and procedures.
- Assist HR with recruiting when necessary.
- Help promote a company culture that encourages top performance and high morale.
- Oversee budgeting, reporting, planning, and auditing.
- Ensure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Identify and address problems and opportunities for the company.
- Build alliances and partnerships with other organizations.
- Support worker communication with the management team.
- Set, plan and implement social media and communication campaigns and strategies Provide engaging text, image and video content for all social media and professional accounts: <https://www.facebook.com/Wawdesigns/>
- Respond to customers in a timely manner
- Monitor, track and report on feedback and online reviews
- Organize and manage events to boost brand awareness
- Coordinate the paid ads and boosted campaigns.
- Liaise with Development and Sales departments
- Respond to customers in a timely manner
- Build relationships with customers, industry professionals and journalists
- Stay up to date with digital technology trends

APRIL 2021 – JUNE 2021

Marketing Manager, Richie Furniture, Egypt.

In my role I support all departments with my team to reach our goals and Targets:

- Develop strategies and tactics to get the word out about our company and drive qualified traffic to our front door
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Experiment with a variety of organic and paid acquisition channels like content creation, pay per click campaigns, event management, publicity, social media, lead generation campaigns, copywriting, and performance analysis.
<https://www.facebook.com/richiefurnitureeg/>
- Produce valuable and engaging content for our website and blog that attracts and converts our target groups
- Build strategic relationships and partner with key industry players, agencies and vendors
- Prepare and monitor the marketing budget on a quarterly and annual basis and allocate funds wisely
- Oversee and approve marketing material, from website banners to hard copy brochures and case studies
- Measure and report on the performance of marketing campaigns, gain insight and assess against goals
- Analyze consumer behavior and adjust email and advertising campaigns accordingly.

AUG 2016 – MARCH 2021

Assistant Marketing & Social Media Manager, IMAGE Home Department Store – NATUZZI Italia, Egypt.

In my role I provide outstanding levels of support to Marketing Manager by:

- Introduce Marketing plan annually according to market needs with creative ideas that can open new channels in market.
- Present months event in different ways with creative ideas
- Handel all the suppliers for our productions to cover our company purchasing orders on time with analyses of usage.
- Design Ads and Newsletters
- Responsible for creating and administering content on all social media platforms, such as Facebook, Instagram, and Twitter, to build an audience and ensure customer engagement. monitor site metrics, respond to reader comments, oversee creative design and create ads



- ✓ IMAGE Home Department Store: <https://www.facebook.com/ImageFurnitureEgypt>
- ✓ Dokan Boutique: <https://www.facebook.com/DokanBoutique>
- ✓ Natuzzi Italia: <https://www.facebook.com/NatuzziEgypt>



- ✓ IMAGE Home Department Store: <https://www.instagram.com/imageegypt/>
- ✓ Dokan Boutique: <https://www.instagram.com/dokanboutique/>
- ✓ Natuzzi Italia: <https://www.instagram.com/natuzziegypt/>

- Managing photoshoots and preparing all the elements to gain the most benefits during the shoot.
- Create library for each product with all info, attaching it with hi res picture to assist and update the website.
- Recommend appropriate sizes and formats for advertising, depending on medium being used.
- Work one on one with Agencies to create creative (commercials Ads - digital ads – Radio Campaigns – Indoor & outdoor ads – Events – wrapping materials – signs) briefings and production including copywriting, print production & artwork
- Create and draw full identity for the company to unify our theme across all branches and identify us internal and external (Company profiles – Identity Presentations – Fonts – Panton's – Price tags)
- Draw up purchasing orders with contracts for advertising work and follow up on collect payments due.
- Introduce the complaints for managers and propose solutions
- Managing the online Shopping through websites and social media with branch Managers to Handel the delivery time.
- Working with data management team to define data segmentation to identify and target customers effectively

- Attend sales meetings, industry trade shows, gather information, promote products, expand network of contacts, and increase knowledge.
- Obtain and study information about our competitors, and their products, needs, problems, advertising history, and business practices to offer effective presentations study and appropriate assistance to our offers.
- Analysis of campaigns to identify areas of improvement, provide recommendations and implementation
- Looking for and opening channels to find new suppliers with effective and catchy ideas.

JAN 2016 – MAY 2016

Graphic Designer, Dar Al Khaleej Newspaper - Zahrat Al Khaleej Magazine, Sharjah, UAE.

- This role requires that I have to design and edit introducing clear organized pages for articles sections Zahrat al Khaleej Magazine

JAN 2015 – APRIL 2015

Marketing Executive & Graphic Designer, Natuzzi Italia – Dubai UAE.

- In this role, I provided support to the Marketing department, assisting in creating the marketing plan, analysis, production, producing reports and presentation also handling all the designs with the full awareness of brand after keeping the identity.

OCT 2007 – SEP 2014

Marketing Specialist & Senior Graphic Designer, Image Home Department Store - Natuzzi Italia – Cairo.

In this varied role, I provided support to all departments and brands:

- Assisting in creating, designing and producing ads for all departments and brands under image names.
- Follow up printing materials and production based on company needs
- Arranging the presentations for projects
- Full support for all departments with all the materials needed for products
- Handling social media and website.
- Handling the events
- Handling commercial reports and Importing paper with commercial department.

Accomplishments

- 2007 – 2009: Graphic Designer.
- 2009 – 2010: Commercial Coordinator.
- 2010 – 2012: Marketing Coordinator.
- 2012 – 2014: Marketing Specialist.

Skill

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| <ul style="list-style-type: none"> • Daily user of Photoshop, with upgrades till CC and 2020 • Work with Illustrator & InDesign • Creating ads 2d, Gifs and Motion Ads. • Handling Social Media Accounts • Work with Macintosh Sys. • Proficient with MS Word + Excel /accounts experience • Typing speed is very good, with presentation skills. • Excellent interpersonal skills • Managements of Financial resources. | <ul style="list-style-type: none"> • Good presenting and public speaking • Customer and Personal Service • Communication & Media • Commercially aware and sales • Good problem solver • Strong attention to detail and a completer finisher • Positive 'can do' approach • New Marketing Concepts with Creation • Events Planner & coordination |
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Education

SEP 2002 – JUN 2007

Bachelor Of Art Education– Cultural Art Dep. | Helwan University | Egypt Cairo.

Grade: VG.

More Info:

- Married
 - Mother of 2 Adorable kids – Wife of successful banker – Talented Marketer.
 - Available to start within 1 Month notice.
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