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Objective

To contribute my abilities, education and desire for growth as an effective member in the development field through a professional organization or NGO that will promote a positive and valuable work environment and hold a clear valuable message.

Work Experience

1- [Mind Builders Academy](#) · Full-time, Mar 2025 – Present

Job title: **Business Development Specialist & Marketing Lead**

Business Development Specialist

- Leading partnerships with schools to deliver in-school Character Building and Programming programs.
- Initiating and securing strategic collaborations with academies and organizations focused on children's development and personal growth.
- Building long-term **B2B relationships** to expand the academy's reach and market presence.
- Continuously seeking new business opportunities and outreach channels to grow the company's impact.

Marketing Lead

- Managing and leading the marketing team responsible for all creative content and campaign execution.
- Planning, supervising, and publishing social media posts across platforms to ensure consistent brand visibility.
- Developing marketing strategies tailored to parents and educational institutions.

2- [BrandEncode](#) · Full-time, Aug 2024 – Mar 2025

Job title: **Business Development Executive**

Responsibilities:

- **B2B Sales:** Engaged with businesses to introduce and promote SMS marketing services.
- **Partnership Development:** Built strategic partnerships with companies, including marketing agencies, to expand client outreach.
- **Account Manager:** Managed client accounts by ensuring seamless campaign execution, resolving issues efficiently in collaboration with the support team, and maintaining high client satisfaction.

Key Achievements:

- Exceeded performance targets by 125% in the first quarter of employment.
- Successfully managed major accounts, including **Hub Furniture**, **Egyptian Care Bank** and **Together for Better Life**.
- Played a pivotal role in enhancing client engagement and strengthening BrandEncode's market presence.

3- [Medhat Yassin](#) · Freelancer, Mar 2024 – Jul 2024

Job title: **Business Support**

Responsibilities:

- Communicated with customers and responded to their inquiries via phone and WhatsApp.
- Managed and designed digital content on social media platforms.
- Designed advertisements and marketing materials.
- Full organization of business courses, from participant registration to course completion.

Achievements:

- **Development of Customer Relationship Management (CRM) System:**
Created an integrated system for managing customers and organizing courses.
Enhanced customer experience and operational efficiency.
- **Course Organization System:**
Developed a comprehensive system for organizing courses, which improved workflow and provided an exceptional experience for participants.

4- [Egyptian Clothing Bank – بنك الكساء المصري](#) · Full-time, Nov 2023 – Feb 2024

Job title: **Fundraising Coordinator**

- Organizing and effectively managing fundraising campaigns to support humanitarian causes such as Gaza support and the Winter Warmth Campaign.
- Persuading club members of the importance of contributing and donating to various projects.
- Collecting daily financial data and analyzing it to prepare regular reports for management.
- Ensuring accuracy and consistency of financial reports and data.

Volunteering Experience

1- [TEDxYouth@TabaryElHegazHS](#), Mar 2021 – Mar 2023

Job title: **Head of Public Relations**

- Team Management: Leads a diverse team of over 10 volunteers to achieve organizational goals.
- Speakers: connected with more than 8 TEDx Talks speakers.
- Sponsorship: Convinced over 10 education companies, such as Learn Khana, Career180 and Facebook, to participate and provide fund support to the organization.
- **Event Planning:** Supervised various event teams, including backstage, sound system, registration, catering, media, and VIP teams, while portraying the role of the Joker.

2- [TEDx Regional Workshop](#), Apr 2022 – Aug 2022

Job title: **Event Organizer**

- **Before workshop:**
 - Professionally design the workshop schedule.
 - Collect data from TEDx organizers and send invitations to the workshop.
- **During workshop:**
 - **Assisting Different Teams:** Provided support and problem-solving assistance to teams such as the backstage team, food preparation team and registration team.
 - **Entry Management:** You ensured a smooth registration process by organizing the entry area, preventing overcrowding, and arranging the lines neatly to facilitate efficient registration.
 - **Handling technical and logistical issues:** I addressed any technical challenges faced by the recording team, whether related to labs, Excel sheets, internet connectivity, or audio issues within the workshop.
- **Event Execution:** Successfully organized the day's timeline, ensuring that all activities ran according to plan.
- **Community Building:** Fostered an environment conducive to networking, learning, and dialogue among attendees.

3- [Youth Scope](#), Nov 2023 – Feb 2024

Title: **Fundraising Coordinator**

- **Responsibilities:**
 - Negotiating sponsorship agreements and terms.
 - Designing customized sponsorship packages tailored to the needs and interests of each sponsor.
 - Collaborating with the marketing team to enhance sponsor visibility and recognition during the event.
 - Identifying potential sponsor companies and reaching out to them.
- **Achievements:**
 - Successfully negotiated agreements with over 10 companies to sponsor our event, covering conference expenses.
 - Achieved attendance of over 2000 individuals at the conference.

4- [Resala Charity Organization | جمعية رسالة للأعمال الخيرية](#), Apr 2021 - Aug 2022

Title: **Sorter**

- Responsible for diving and distributing of clothing.

Educational Background

- Bachelor's degree, Faculty of Physical Education, Helwan University.

Courses and MOOCs (Massive Open Online Courses)

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| • Principles of Human Resource Management - Edraak | Feb 2021 |
| • How to be HR Training - HCRL | Apr 2021 |
| • Freelancing Course – EYouth | Mar 2022 |
| • Communication Skills Workshop – الفرصجية - AL4SAGIA | Apr 2021 |
| • Business Development Essentials - Almentor | May 2023 |

Computer & Language Skills

- Excellent user of Microsoft Office program.
- Beginner in spoken and written English.

References

If needed