

Abdelrahman Hossam

Marketing Manager

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Skills

Proficient in the **Microsoft Office Suite** (Word, Excel, PowerPoint, Project) and **Google Drive**, I excel in fostering **teamwork**, demonstrating **leadership**, delivering impactful **presentations**, and managing **public relations** effectively.

Experience

MAWJ For Digital Marketing & Business services / Marketing & Business development Manager

1/2025 - present

Drove the overall strategic vision, growth, and profitability of a digital marketing and business services firm, consistently exceeding revenue targets.

Led and mentored diverse teams of marketing and business professionals, fostering a high-performance culture and ensuring continuous skill development.

Cultivated and secured strategic partnerships and key client relationships, expanding market share and diversifying service offerings.

Managed all aspects of financial performance, including budgeting, forecasting, and resource allocation, to optimize operational efficiency and maximize ROI.

Directed the development and execution of innovative digital marketing strategies and business solutions that delivered measurable results for clients.

Navigated market trends and emerging technologies, positioning the company at the forefront of the industry through proactive adaptation and innovation.

Represented the company as its primary ambassador, enhancing brand reputation and fostering strong industry connections.

BEDO Innovating Education / Marketing Manager

2/2024 - 1/2025, 6 october

Lead and motivate a team of marketing professionals, including designers, copywriters, social media specialists, and more.

Delegate tasks, set clear expectations, and provide ongoing coaching and development for team members.

Foster a collaborative and positive work environment.

Develop and implement a comprehensive marketing strategy that aligns with the company's overall business goals.

Conduct market research to understand target audiences and competitor strategies.

Set marketing goals and create a plan to achieve them, including timelines and budgets.

Oversee the execution of marketing campaigns across various channels, such as social media, email marketing, content marketing, and PR.

Manage budgets for marketing campaigns and ensure efficient use of resources.

Track and analyze the performance of marketing campaigns and make adjustments as needed.

Communicate marketing goals, plans, and progress to senior management and other stakeholders.

Collaborate with other departments, such as sales, product development, and customer service, to ensure a unified marketing message.

BEDO Innovating Education / Technical Marketing Engineer

5/2023 - 1/2024, 6 october

Technical Expertise: Demonstrated through comprehension and articulation of complex engineering concepts.

Market Insights: Gained through thorough research on trends, competitors, and customer needs, contributing to strategic marketing decisions.

Product Positioning: Achieved through effective strategies highlighting unique features and advantages.

Technical Content: Tailored for both technical and non-technical audiences, including product descriptions, whitepapers, and case studies.

Cross-Functional Collaboration: Strengthened by bridging communication between engineering and marketing departments.

Customer-Driven Marketing: Enhanced by gathering feedback, understanding needs, and using insights to refine strategies and messaging.

Sales Support: Provided through creation of technical sales collateral, presentations, and training materials.

Targeted Marketing Campaigns: Planned and executed with technical expertise, leveraging data analytics for impactful and targeted messaging.

Data-Driven Optimization: Achieved through measuring campaign effectiveness, tracking KPIs, and making data-driven recommendations for continuous improvement.

Successful Product Launches: Led or contributed to, ensuring alignment of product messaging with engineering specifications.

Brand Differentiation: Built and enhanced through focus on technical innovation, reliability, and market differentiation.

Lead Generation: Implemented through various channels like networking, cold calling, and digital marketing to identify and engage prospective clients.

ONYX Lo / Marketing & Project Engineer

12/2022 - 5/2023

Conducting feasibility studies and cost-benefit analyses to evaluate proposed production line modifications or upgrades.

Analyzed available production line solutions and recommended modifications to customize products.

Developing and maintaining production line layouts, assembly drawings, and technical specifications.

Reviewing and approving technical documentation related to production line processes,

procedures and equipment.

OPPO Company / Sales & Marketing Trainer

2/2021 - 12/2022

Conduct skills gap analyses to identify areas of improvement.

Design training curricula within time and budget constraints.

Produce physical and digital educational material (e.g. videos and case studies)

Coordinate individual and team performance review sessions to discuss strengths and weaknesses

Monitor sales objectives and results.

Collect feedback from trainees and managers about training courses.

GROOT Co-Working Space / Technical Manager

1/2019 - 3/2020

Operations (solve member-related issues, manage co-working space software).

Sales and marketing (facilitate tours, follow-up with leads, manage social media accounts).

Reception services (answer phone calls, book tours, greet members, take and categorize mail).

Community management (host events, solve disputes between members, provide outstanding customer service).

Razan Company for Production Lines / Mechanical Engineer

7/2018 - 1/2019

Operations (solve member-related issues, manage co-working space software).

Sales and marketing (facilitate tours, follow-up with leads, manage social media accounts).

Reception services (answer phone calls, book tours, greet members, take and categorize mail).

Community management (host events, solve disputes between members, provide outstanding customer service).

Innovation Factory / Co-founder and math instructor

6/2016 - 8/2019

Educational Foundation for Prep and Secondary Schools

- Math Instructor.
- Project Manager.

Education

Mansoura university / Mechanical power engineering
2015-2020
Air Lift Pump

Certificates & Courses

(PMMP) Professional Marketing Management Program - Marketers League Academy
introduction to marketing - university of pennsylvania -coursera
PMP Project Management Professional Certification - PMI
Project Planning: Putting It All Together – Coursera
Foundations of Project Management – Google.
Solidworks Design - lynda
(3D Sketch – Drawing – Weldment – Sheetmetal - Motion Analysis - Simulation)

Extracurricular Activities

Team leader at **Allama Team** (Team aims to enriching awareness and increasing cultural awareness).

Head of Public Relation and fundraising Branch at **Allama Team**.

Vice Leader at **Breakin Point Team**.

Member at **Fun science Team** (A non-profit educational organization that aims to spread science through gamification theory).

Powertrain Member at **Mansoura Motorsport Team** (Team Participate in Formula Student Competition in UK).

Intake & Exhaust Responsible (Design - Production).

Mechanical designer at **Breakin Point Team** (Studying Robotics).

Participate in **UGVC** Competition for Robotics.

European Rover Challenge (**ERC**) Competition for Robotics.

Training

Presentation skills workshop (Instructor) for (Allma team).

Presentation skills workshop (Instructor) for (Cat reloaded team).

Public relations and fundraising workshop (Instructor) for (Allma team).

Pharaonic Petroleum Company Training.

Middle Delta Company for Electricity Production Training.

Al Mokawloon Al Arab Company Training.