

ELWALEED M. RASHAD

CREATIVE STRATEGIST | LUXURY BRAND & MARKETING PROFESSIONAL

- DATE OF BIRTH: 27.09.1997
- ADDRESS: Maadi Degla, Cairo, Egypt.
- MOBILE: +20 100 669 3391
- EMAIL: ElwaleedRashad@gmail.com

LINGOS

- **Arabic** (Native) • **English** (Fluent) • **French** (A2)
- **German** (B1, Goethe-Institute A1 certificate)

PROFILE

I help businesses and brands by bridging strategy with creativity. My experience spans marketing strategy, luxury travel and lifestyle, client experience, project management, and digital optimization, turning ideas into results that empower and inspire.

CORE SKILLS

Teamwork – Leadership – Creative Strategy – Marketing Strategy – Client Relations – Branding – Content Creation – Project Management – Luxury and Concierge Management – Market Research – Travel Advisory – Business Development – Sales.

TECH SKILLS

Salesforce – ZOHO One – HubSpot – Google Workspace – Microsoft Office – Marketing Automation – AI-Driven Automation – Analytics – SEO – MarTech – AdTech – CRM – Writing – Business Transformation.

EXPERIENCE

SNAP14 PRODUCTION

Digital Marketing Analyst & Optimizer | Dec 2024 – Present | Cairo, Egypt

A creative, mindful production agency based in Cairo, serving the Middle East's **luxury** fashion, beauty, and lifestyle industries.

Key Achievements

- **Performance Reporting & Analysis:** Built a unified analytics dashboard using (GA, GTM, Zoho CRM, Google Ads, socials, website). This helped track performance across all channels. and delivering Monthly reports with actionable insights.
- **Optimization:** Executed continuous optimization to boost conversion rates and enhance audience engagement.
- **Integrated Campaign Strategy:** Collaborated with creative and production teams to ensure Digital marketing Alignment.
- **Market & Trend Analysis:** Conducted in-depth research on industry trends and audience behavior within the luxury beauty and lifestyle sectors to refine targeting strategies.
- Created **lead-magnet strategy** to increase qualified leads; built a **Members Area** (from plan to live, with gated quality content); created Zoho **email segmentation** and nurture journeys with a high-quality **newsletter** that boosted client engagement by 80%; and developed an **SEM** strategy that improved conversion, ROI, and website traffic.

EGYLIERE TRAVEL

Transformation Project lead | Jun 2024 – Dec 2024 | Cairo, Egypt

Egylière is a premier Destination Management Company in **luxury** travel, concierge services, and lifestyle management.

Key Achievements

- Led company-wide transformation to optimize processes, enhance operational efficiency, and drive cultural change.
- Spearheaded strategic projects, aligning technology implementations with business objectives, ensuring smooth change.
- Collaborated with cross-functional teams and senior leadership to improve systems, streamline workflows, and enhance overall performance.
- **Identified and eliminated costly**, inefficient systems and subscriptions, resulting in significant cost savings.
- Travel and Marketing Consultant | Sep 2023 – Jun 2024 | Cairo, Egypt
- **Key Achievements**
 - Managed targeted email marketing campaigns to engage high-value clientele.
 - Planned comprehensive itineraries (DMC), including hotel accommodations and activity coordination.
 - Provided concierge services and luxury travel arrangements for VIP clients.
 - Coordinated VIP weddings and events at archaeological locations, overseeing logistics and premium transfers.
 - Developed and executed tourism marketing strategies, partnering with agencies and stakeholders for joint initiatives.



MILITARY SERVICE

Former Administrative Secretary at Ismailia Military Hospital | **Jan 2022 – Mar 2023** | **Ismailia, Egypt**

Key Achievements

- Soldiers and Officers Management - Administrative paperwork - Daily Reports - Hospital Staff Management

TACTFUL.AI

Marketing Coordinator | **Aug 2021 – Jan 2022** | **Cairo, Egypt**

Tactful.AI is a SaaS company. offers a B2B Software platform that helps businesses enhance their customer experience through unified Omnichannel Solutions. This experience has been instrumental in broadening my marketing knowledge and expertise.

- Growth Marketer Intern | **Mar 2021 – Jul 2021** | **Cairo, Egypt**

Key Achievements

- **Execute marketing initiatives** across various platforms. towards a defined goal
- Implement **branded ad campaigns** and collaborate on **content creation**.
- Conduct **market research** for media opportunities, **Leads Magnet**, and enhanced Customer Journey
- Manage advertising and **email Marketing** Campaigns through **automated workflow**.
- Fostered internal communication systems. While Strengthen **Digital Marketing** for brand identity across media channels.

_VOIS

Senior Up-Skilled Customer Care and Tech Advisor | **Sep 2020 – Jul 2021** | **Cairo, Egypt**

_VOIS has developed my Business Skills. While simultaneously being recognized as a top performer by Vodafone Ireland.

- Former Junior Technical Support Advisor | **Jan 2020 – Aug 2020** | **Cairo, Egypt**
- Former Junior Customer Care Advisor at Vodafone Ireland | **Feb 2019 – Dec 2019** | **Cairo, Egypt**

Key Achievements

- Manage Quality sessions within my team to ensure high quality of service and enhanced Customer Experience.
- Delegated Manager and led NPS Analysis within my team to enhance their performance.
- Operation, workforce, Sales, and Subscriptions Management Experiences.

UNICEF

Production Manager | **Mar 2021 – Jun 2021** | **Cairo, Egypt**

A Collaborative series by UNICEF and the Egyptian Ministry of Mass-Comm portrays parent-child communication across social classes.

Key Achievements

- Managed shooting Logistics. – Parents' selection and interviews - Budget allocation

EDUVATION EGYPT

Marketing Specialist Intern | largest educational event in the MENA Region | **Aug 2020 – Dec 2020** | **Cairo, Egypt**

Key Achievements

- **Content creation and Moderation:** Supported EduVation campaigns reaching 5,000+ learners across Egypt.
- **Marketing Strategy and Event Management** : Assisted in social campaigns that increased ticket sales

EDUCATION

Bachelor of Business Administration from **Nile University** | **Sep 2018 – Aug 2021** | **Cairo, Egypt**

Major Integrated Marketing Communication (IMC) with a CGPA of 3.16 Very Good

CERTIFICATIONS

Project Management Certification | American University in Cairo | **Jan 2024 – Mar 2024** | **Cairo, Egypt**.

VOLUNTARY WORK AND TRAINING

AIESEC Mansoura

Value delivery and experience manager | **Jan 2018 – Jul 2018** | **Mansoura, Egypt**

A step forward in exploring cross-cultural exchange, delivering meaningful experiences, Leadership, teamwork, and being world citizen.

First Aid Training

Trainee | **Feb 2016 – Feb 2016** | **Mansoura, Egypt**

Training for Emergency health situations and CPR awarded by Mansoura University

Enactus Mansoura

Participant | **Feb 2014 – Aug 2014** | **Mansoura, Egypt**.

A student-led entrepreneurship and social innovation activities. Developing Soft skills, Teamwork, and Projects Execution.