

## Executive Experience

### Inbound Marketing Director hpa / Arab Marketer Partner – Cairo, Egypt

5/2015 – 6/2016  
+ 1 year

- Manage **5 marketing team marketing manager, web designer, SEO specialist, web developer and content marketer** and **4 CRM team** to segment and update **+10 K** clients' records on our cloud-based CRM platform corresponding to pre-planned marketing strategy.
- Build a robust SEO presence for **+ 50 potential searchable keywords** in the top **3 organic rank position in SERPs** within local search engines indexing and monitoring them on monthly basis.
- Design the full **CRM plan** and **cloud-based business collaboration platform** covering employees groups, Email integration, social media open channels, project management Gantt charts, etc..
- Follow **marketing employees' tasks** covering **marketing analytics, link building, content optimization, social media, cloud integration and web usability**, etc. and coach marketing team accordingly.
- Train revenue generating team on how to use cloud-based integrated marketing and CRM platform with other supportive team members **+30 employees** to **automate business workflows**.

### Healthcare Digital Marketing Director MK, Cairo, Egypt

1/2013 – Present  
+ 3 years and half

- Manage **4 digital** websites based pharmaceutical/healthcare projects **NTC, Bepac, Will Pharmaceutical, and RCP** and own website/blog from scratch.
- Initiate **the whole digital journey** starting from **creating vector based Logo** to manage the **entire digital activities/campaigns and CMS publishing, blog permalinks adjustment, content gathering, social media activities, email marketing, analytics, etc.**
- Outsource marketing tasks and **select best premium marketing service providers** from reputed international suppliers to accelerate projects' workflow.

### Group Product Manager | Digital Marketing Manager Will Pharmaceutical – Cairo, Egypt

8/2014 – 9/2015  
+ 1 year

- Optimize pharmaceutical business investment for **products' portfolio** through **profitability analysis** and portfolio management across assigned products and evaluate the best alternative choices for **the best ROI maximization**.
- Design the whole **marketing plan document for our products** covering **Market Analysis, Target Market, Competitor Analysis, Competitor Profile, Competitor Differential Strategy, Scientific Research Update, Situational Analysis, Market Demographic, Market Trend, SWOT Analysis, USP, Marketing Strategy, Marketing Objectives, Target Segment, Indications, Marketing Mix**, etc

- Analyze & segment **product market** referring to **IMS data** and position each product in the right market **targeting the best specialties with the appropriate customized marketing messages.**
- Copyright all **online material** for our website as well as **blog purpose, blog topics, and blog content** related to medical/pharmaceutical knowledge related to products' portfolio.
- Construct **the whole website strategic content** from scratch and design webpages via **WordPress CMS** for company's products and strategic messages.

**Digital Marketing Executive**  
**Saudi Academy, KSA, Online**

**6/2012 – 1/2013**  
**8 months**

- Execute the whole **digital marketing campaigns** like social media posts, graphic identity, email marketing, content building, SMS, video productions for both internal and external target audiences.

**Operations & Sales Manager ( Retail Pharma)**  
**ASMSCO, Eastern Province, Saudi Arabia**

**6/2011 – 7/2012**  
**+ One year**

- Plan and drive retail operations for **+20 pharmacies** and coordinate store inventory supplying them with **two big pharmacies' polyclinics for medical insurance coverage.**
- Manage & Coach **+40 pharmacists** and drive continuous improvements to ensure maximum sales, optimum stocking, and customer satisfaction to guarantee more ROI.

**Pharmaceutical Recruitment Specialist**  
**HRC , Cairo, Egypt**

**Oct 2010 – May 2011**  
**8 months**

- Recruit medical reps from **top multinational companies** with +4 invented successive assessment stages with final group presentation to be placed in **GCC region with our clients like Promoltalia.**
- Guide & recruit pharmacists through **documentation/checklists building** to facilitate their placement in National Guards and other Military Hospitals in **Saudi Arabia.**

**Marketing Manager**  
**EAT , Cairo, Egypt**

**July 2010 – June 2011**  
**+ One year**

- **Manage training coordinators** to prepare training schedule, instructors/trainers appointments, training materials, etc ...
- **Design/copyright presentation/promotional materials**, marketing surveys, newspaper ads, website content, etc..

**Marketing Trainer**  
**MEC for Consultation , Cairo, Egypt**

**Apr 2009 – Apr 2010**  
**+ One year**

- Deliver **COPYRIGHTED marketing training programs** to be conducted with TOP CLIENTS like **Egyptair top managers** marketing programs held through **10/10/2009 to 14/10/2009.**

**Medical Representative -  
DMSCO/Tabuk , Western Province, KSA**

**Mar 2004 –Jan 2008  
+ 3 years and half**

- One of the top **5 best archiver +3 years in KSA** with **healthy sales** and awarded as **the first one in Pharma Line** in 2006.
- Launching two ethical pharma products in **western area** for **TABUK PHARAMCEUTICAL** Pantoprazole and Cefixime and achieve reasonable market share within my territory.
- Acting as **EVENT ORGANIZER** for physicians **CME accreditation programs** in western area.
- Launch one market leader toothpaste for **ALDAWAA products' portfolio ALOEDENT** in western area.

**Medical Representative  
Mepha Pharma , Egypt**

**Mar 2002 –Mar 2004  
+ 2 years**

- **Duplicate sales quota** during **the first year** and build and excellent rapport with **KOLs impacting CLV and ROI of company's products' portfolio** with steady growth within my territory.

## Education

**Cairo University  
1995-2000**



**Bachelor Degree In  
Pharmaceutical  
Sciences**

**Elsca College  
2009**



**PRE MBA- Marketing  
Diploma**

**University of Virginia  
March 2014**



**Foundation of Business  
Strategy**

**University of Michigan  
May 2014**



**Introduction to Finance**

**University of Pennsylvania  
May 2014**



**Introduction to  
Operations  
Management**

**Duke University  
April 2014**



**Data Analysis and  
Statistical Inference**

**Johns Hopkins University**  
**April 2014**



**Design and Interpretation of Clinical Trials**

**Davidson College**  
**May 2014**



**Medicinal Chemistry: The Molecular Basis of Drug Discovery**

## Professional Diplomas & Advanced Courses

### IT and Digital Literacy Courses– Alison/Lynda

- Alison ABC IT - Computer Training Suite.
- Touch Typing Skills.
- Google Webmaster.
- Social Networking and Viral Marketing Using Facebook.
- How to Create Your First Website.
- Windows 7 Essential Training.
- Cloud Computing First Look.
- Managing a Hosted Website.

### Digital Marketing Courses – Oxford College of Marketing

- Mobile Marketing | 3 hours | Mark Brill | Mobile Marketing Consultant.
- Email Marketing | 2Hours 25Min | Andrew Gordon | Consultant - Digital Marketing.
- Website Usability | 2Hours | Tim Fidgeon | Consultant - Internet Marketin.
- Social Media for Business | 3 Hours | Annmarie Hanlon | Consultant - Social Media.
- SEO | 2Hours | Tim Fidgeon | Consultant - Internet Marketing.
- Paid Search | 2Hours | Tim Fidgeon | Consultant - Internet Marketing.

## Inbound Marketing Certificates – Lynda (LinkedIn)

### Email Marketing:

- 1- Email Marketing Basics.
- 2- Managing Spam Essential Training.

### Web Programming:

1. Foundation of Programming Fundamentals.
2. Foundation of Programming: Databases.
3. CSS Fundamentals.
4. HTML Essentials.
5. Web Design Fundamentals.
6. Web Technology Fundamentals.

### SEO:

- 1- SEO link Building in Depth.
- 2- Analyzing your Website to Improve SEO.
- 3- SEO Fundamentals.

### Social Media:

- 1- Up and Running with LinkedIn.
- 2- Up and Running with Facebook.
- 3- Up and Running with Pinterest.
- 4- Social Media Marketing with Facebook and Twitter.
- 5- Google + for Business.
- 6- Facebook for Business.

**Online Marketing:**

- 1- Online Marketing Fundamentals.
- 2- Building an Integrated Online Marketing Plan.
- 3- Brand Building Basics.

**Web Design:**

- 1. Photoshop for Designers: Type Essentials.
- 2. Practical Photoshop Selection.
- 3. Up and Running with Photoshop for Design.
- 4. Photoshop CS6 One-on-One Fundamentals.
- 5. Photoshop CS6 Essential Training.
- 6. Photoshop for Web Design.
- 7. Beginner's Guide to Vector Drawing in Illustrator
- 8. Sharing Artwork Between Illustrator and Photoshop
- 9. Your First Day with Illustrator CC

**Video Marketing & Analytics:**

- 1. Camtasia Studio 8 Essential Training.
- 2. Google Analytics Essential Training.
- 3. Quick Start to After Effects (5 volume).

**Content Marketing:**

- 1. Content Marketing Fundamentals.
- 2. Blogging for Your Business.
- 3. Insights from a Content Marketer.

**Blogging:**

- 1. WordPress Essential Training.
- 2. WordPress 3: Developing Secure Sites.
- 3. Creating and Managing a Blog Network with WordPress.
- 4. Installing and Running WordPress Shared Hosting.
- 5. WordPress Quick Tips: Migration and Database Reset.
- 6. WordPress Ecommerce: Woo Commerce
- 7. WordPress Ecommerce: Core Concepts

**Web Usability:**

- 1. Website Strategy and Planning.
- 2. User Experience Fundamental for Web Design.
- 3. Creating an Effective Content Strategy for Your Website.

**Other Acquired Related Business Skills**

**A- English Business Skills & English Proficiency :**

British Council Contingent Employee  
**2009-2012**



**B- Professional IT & Business Skill & Online Marketing:**

**Alison Marketing Volunteer**

N.B. Alison Privately Held is one of the most reputed free e-learning platforms concerning advanced IT and its related business skills.

