

Mahmoud Zaghlul Mohammed

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Education

Cairo University, Class of 2011

- B.A., Economics and Political Science
- Major: Statistics.
- Minor: Public Management.
- Grade: Good.

Experiences

INCOME marketing, Market research analyst, (April 2019- present)

- Analyze competitors prices, sales, and method of marketing and distribution.
- Convert complex data and findings into understandable tables, graphs, and written reports.
- Seek and provide information to help companies determine their position in the marketplace.
- Marketing analysis for internal & external (Egyptian market- KSA market) environment.

INCOME marketing, Market researcher, (Jun 2017)

- Collect data on customer demographics, preferences, needs, and buying habits to identify potential markets and factors affecting product demand.
- Gathering information about the market place and the competitors.

NIELSEN, Project Researcher, (May 2017- Jun 2017)

- Collecting data on consumers, competitors and market place over the telephone.

Math Teacher, (August 2016- June 2017)

Freelancer (Sales), (Jan 2014 - Jan 2016)

- Salesman, Brought Clothes from manufacturers and distribute it on stores.

Construction Supervisor (during Military Service/ March 2012 - March 2013)

- Responsible for supervising a team of civil workers

American University in Cairo, Researcher analyst,
Social Research Center (SRC), Oct 2011 to Jan 2012

- Analyzed the collected statistics regarding high education in Egypt and provide results to SRC for publishing and references.

Certificates

- Market research and consumer behavior course (Currently - Self learning).
- English course, AMID EAST, Apr to Jun 2011.
- Trained at CAPMAS (Central Agency for Public Mobilization and Statistics)
- MS EXCEL 2010 & MS WORD 2010 at COMPUTEK center from 22-6-2013 to 27-6-2013.

Skills

- Market research, data analysis, consumer trends, data collection, report writing, field surveys and competitor analysis.
- SPSS (Statistical Package for the Social Sciences).
- Good knowledge of MS Word, Excel, Power Point.

Scholarship

Education for Employment Foundation\ Egypt May – July 2013

- Soft skills development (workplace skills, communication, pronunciation, IT and business English)
- Graduation presentation: "Solar Cell".