




Marwan Nabil

Digital Marketing Specialist & CRM

About Me

My Contact

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 Cairo, Egypt

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Relevant Skills

- Reporting
- Microsoft Office
- People Management
- Customer Support
- Contact Centers
- Leadership
- Problem Solving
- Presentation
- Creative thinking

Education

- Bachelor's degree in Tourism Guidance - Faculty of Tourism and Hotels
- Cairo Higher Institute of Mokattam Academy (2017)
- Grade : Good

I'm looking for an opportunity where I can make the best of my potential and contribute to the organization's growth.

Work History

Dukes Egypt | Digital Marketing Specialist & CRM
Oct 2020– Present

- Working cross-functionally to devise and implement marketing campaigns
- Collecting data on marketing campaigns
- Planning and coordinating seasonal promotions, events, or information sessions
- Ensuring all information on social media is up-to-date and accurate
- Building and developing relationships with key business stakeholders
- Leveraging analytics and competitive analysis to help create new campaigns
- Ensuring ongoing communication with managers and other department leads
- Supporting the optimization of marketing channels and ROI

Work History

Dukes Egypt | Customer Service Team Leader

Jan 2017– Oct 2021

- Motivating, coaching, inspiring, training and directing the customer service team on the best ways and approach to relate to customers as they attend to their needs.
- Assisting management with hiring new customer service staff to the organization by evaluating prospective staff competence and capability in handling customer inquiries and needs.
- Ensure a professional approach in dealings with clients, creating and implementing effective mode of operation in line with the organization objective to ensure that team members stay focused in administering their duties.
- Creating conducive working environment for other team members in order for them to work without duress, bringing their best to the table to achieve maximum results.

Work History

Uber Egypt | Technical Support Representative

Jun 2019– Nov 2020

- Identifies, investigates, and resolves users problems with computer software and hardware.
- Fields support calls, chat, email, and/or other communication from users with inquiries regarding software programming, connectivity, printing, and similar concerns.
- Consults with users to determine steps and procedures taken to identify and resolve the problem.
- Applies knowledge of computer software, hardware, and procedures to solve problems.
- Guides users through diagnostic and troubleshooting processes, which may include use of diagnostic tools and software and/or following verbal instructions.

Work History

Dream Area Travel | Tour guide

Jan 2017– Aug 2018

- Informing customers about the itinerary for each tour.
- Planning itineraries in accordance with weather forecasts and the length of each tour.
- Scheduling visits and purchasing tickets to museums, galleries, protected parks, and other attractions ahead of time, if required.
- Planning alternate activities in the event that cancellations, closures, or weather prohibit you from attending scheduled events. Gathering and maintaining the requisite equipment for each tour.

Work History

Dream Area Travell| Marketing Specialist

May 2016– Jan 2017

- Develop, implement, and track marketing programs such as email, social media, or digital campaigns, and events
- Collaborate with other internal teams (e.g. product and sales) to develop and monitor strategic marketing initiatives
- Analyse and report on the performance and efficiency of campaigns
- Conduct market research and analyse trends to identify new marketing opportunities
- Develop and create marketing materials, such as sales and product collateral, and ensure brand guidelines are met
- Write, proofread, and edit creative and technical content across different mediums
- Work with external agencies and vendors to execute marketing programs

Work History

El-Hady Hospital | Public Relations Coordinator

Jan 2016– May 2016

- Schedule and organize visits and events (in premises and outside)
- Manage media relations
- Write press releases, speeches and other PR materials
- Execute of PR initiatives
- Establish a strong public relations database
- Coordinate with Operations and Finance departments to manage all requirements of any offline Public Relations activities.
- Update the PR system on a regular basis

Work History

Ecco Outsourcing | Customer Care Representative

Jan 2015– Aug 2015

- Take customer calls and provide support for their inquiries
- Offer assistance to clients who may be having issues and pass them on to the correct departments, as needed
- Call customers to offer new products or programs
- Review customer accounts and proactively reach out about upgrades or support issues
- Work with colleagues to provide better customer service across the organization
- Help train new employees

Certifications

- Human Resources course by X Business Center
- Project Management workshop by Career Advancers.
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- Advanced English Course by Real Soft House