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BTL Marketing Manager

SUMMARY

- Below-the-line advertising is an advertising strategy where products are promoted
- in media other than mainstream radio, television, billboards, print, and film
- formats. The main types of below-the-line advertising systems include direct
- mail campaigns, social media marketing, trade shows, catalogs, and targeted search
- engine marketing. Below-the-line advertising methods tend to be less expensive and
- more focused versus above-the-line strategies.

EDUCATION

- *Physical Education college – Banha University 2013 - 2017*

WORK EXPERIENCE

BTL Manager at “Vivo Egypt “Job Description “2021- 2023“:

BTL activities are more focused and they are directed towards specific groups of customers. They are highly targeted, with advertisements being created keeping in mind the demographic and psychographic characteristics of particular customer segments. The communication is highly personalized and the objective is to gain conversions.

The major advantage of BTL advertising is that the results of the campaign can be easily tracked. ROI is also higher here. Additionally, campaigns can be tailored for different subsets of consumers within a single segment.

Implementing BTL activities:

- *Outdoor advertisements: Billboards, fliers, banners, sandwich boards, and so on*
- *Direct marketing: SMS, emails, social media posts, pamphlets*
- *Sponsorship: Events, competition*
- *Public Relations: Press conferences, viral marketing*
- *In-store promotion: Visual merchandising, retailer pop-ups, sampling, sales*

Promotions

- ***Administrative army officer Egyptian armed forces 2020-2018***

Job Description:

- *Essentially, they take on the role of a project manager: monitoring budgets, dealing with problems when they arise, training junior staff, acting as a team leader, building relationships with external suppliers, managing procurement activities and overseeing recruitment processes*

• **data entry at Almustashar Center in Qalyubia 2016- 2017**

Job Description:

• The duties of a Data Entry Operator include coding information, troubleshooting processing errors and achieving an organization's goals by completing the necessary tasks. They are also responsible for complying with data integrity and security policies, printing and scanning files and generating reports

• **Swimming coach In Green Beach North Coast 2015-2014**

Job Description:

• The swimming coach's responsibilities include analyzing swim techniques and determining skill levels, developing individualized swimming programs, educating swimmers on various techniques and styles, and overseeing training. You should also recruit new talent and prepare swimmers for meets.

training :

- Digital Marketing Course at (July2020)
- Work in health clubs in hotels and tourist village (40 training hours)

courses :

- Ms_windows7 (U14C14150212869035)
- word processing_2010 (U14C14150212869035)
- INFORMATION AND COMMUNICATION (U14C14150212869035)
- Presentation 2010 (U14C14150212869035)
- Spreadsheet 2010 (U14C14150212869035)
- Table tennis referee from the Egyptian Federation
- Occupational safety, health and work environment

Personal Skills

- Ability to work alone or in a team
- Ability to build relationships with other companies
- Communication, negotiation and problem solving skills
- Attention to detail and high organizational capabilities.
- Task management and problem solving skills.
- Analytical skills and appropriate decision making.