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**Nationality:** Egyptian

**POB:** Kuwait

**Date Of Birth:** 20/04/1982

**Marital Status:** Married & Father

**Military Status:** Completed

**Car License:** Available

## QUALIFICATION

### Bachelor of Social Work

Alexandria University

Class 2005

### Diploma in Sales & Marketing

AAST University

AUG 2020

## KEY SKILLS

- Analytical Skills
- Leadership Skills
- Project management
- Business Strategy
- Communication
- Creativity
- Innovative
- Strong decision maker
- Negotiation
- Complex problem solver
- Social Media
- Data Analysis
- Sales
- Strong organizational and time-management

# Mohamed Ibrahim Abbas



## PROFILE

An adaptable, resourceful, and expert marketing manager, who has extensive experience and excellent in leadership, marketing, and management skills.

Effectively planning & managing marketing projects, events and campaigns to increase sales by promoting the brand to prospective buyers and build long lasting relationships with the current customers.

A strong communicator with excellent inter-personal skills, contributing extensively to team work and always displays a willing and helpful manner leading the team conducting marketing research to understand the consumer behaviours, customs and orientations.

## Career Objectives

Intend to work in an environment that allows me to utilize my knowledge, skills and attitude in delivering right kind of solution to the organization, leading to growth on personal and professional dimensions.

## PROFESSIONAL EXPERIENCE

### 1. Marketing Manager

#### RIO CLUB

Alexandria (OCT 2020 – MAY 2022)

#### Key Responsibility:

- Effectively managed creative Projects, promoting a superior corporate image.
- Created Strategical plans for all new and existing internal products & services for the aim of improving sales through product promotions.
- Evaluating regular SWOT analysis & redirecting plans and budgets
- Developed and planned promotional campaigns that helped in increasing the brand revenues.
- Developed & maintained internal and external relationships, which were crucial to company enhancement and success.
- Assessed the strategies of competitors, while passionately working to increase our own productivity.
- Studying & introducing new kind of services to increase the brand reputation.
- Handling and managing financial budget.
- Developing new pop-up points of sale all over the way to easily reach prospective buyers.
- Making decision related to new promotions and offer packages for membership & different activities.
- Managed brand awareness and new products events, parties & other activities which drive the business & revenues growth.
- Analyzing customer feedback if any appears regarding any service & working to establish a strategic plan to improve the service & achieve our customer happiness & satisfaction.
- Finding new sources of income through advertisements & sponsorship.
- Hired, leaded & supported marketing specialists in day-to-day tasks.

## SOFTWARE SKILLS

- Microsoft Office

## LANGUAGE KNOWN

- Arabic
- English

## Hobbies & interests

- Swimming
- Music
- Reading

## 2. Marketing Executive

### LAGOON CLUB

Alexandria (JAN 2014 – OCT 2020)

Key Responsibility:

- Implementing marketing plans.
- Organize and oversee advertising/communication campaigns (social media, SMS, and Emails), exhibitions and promotional events.
- Implementing & maintaining customers loyalty programs and measuring their satisfaction level by Initiating and control surveys to assess customer requirements and dedication.
- Monitor progress of campaigns using various metrics and submit reports of performance.
- Achieving the daily targeted marketing activities.
- Write copy for diverse marketing distributions.
- Responsible of all marketing banners & printing materials and it's usage.
- Collecting database of targeted segments.
- Collaborate with managers in preparing budgets and monitoring expenses.

## 3. Customer Service Supervisor

### LAGOON CLUB

Alexandria (April 2007 – Jan 2014)

Key Responsibility:

- Building & maintaining relationships with key customers and members of staff.
- Maintain regular contact with assigned customers to ensure they are comfortable with lagoon service and to find out if any complaint or comments in improving the services provided.
- Using customer complaints data to identify the root cause of problems.
- Process, coordinate, and follow up the execution of all customers inquiries and complaints with related departments within the company.
- Going the extra mile to make customers & potential customers feel valued.
- Reports any deviations or mishandling of customers complaints to the customer service manager.
- Attending regular customer service departmental meetings.
- Monitoring team performance and effectiveness.
- Lead, support & motivate junior team members and provide them the proper training to complete day to day tasks.