

# Ali Abo Bakr Korayem

## Marketing Specialist

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## PROFILE

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I am an experienced marketing professional with a passion for helping clients in meeting all their requirements. I always try to keep up with the latest market trends, understand the nuances and conduct analyzes of different markets. I am proud of my ability to negotiate and achieve the best deals. I am highly organized, detail-oriented and have strong communication skills, and the most important thing is In all of this, my passion for making a difference has always driven me to excel.

## EXPERIENCE

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**National Company for Protected Agriculture , National Service Projects Agency , Ministry of Defense**

**Marketing Specialist**

**November 2022 to July 2023**

- Managing an entire sector in Alexandria Governorate consisting of a multi-functional work team consisting of (administrators - supervisors - sales representatives - drivers).
- Analyzing sales data and opening new markets through mobile sales outlets.
- Signing partnership or lease agreements with many local and international companies.

### **Market Research:**

- Conduct market research to understand customer needs and trends in the agricultural field.
- Analyze competitor activities and market conditions to identify opportunities and challenges.

### **Strategic Planning:**

- Develop and implement comprehensive marketing strategies that align with the company's goals and objectives.
- Collaborate with other departments to ensure marketing strategies are integrated into overall business plans.

### **Product Promotion:**

- Create and execute promotional campaigns to highlight agricultural products and services.
- Development marketing materials, including brochures, videos, and online content, to showcase the benefits of the company's offerings.

### **Trade Shows and Events:**

- Plan and coordinate participation in agricultural trade shows and events.
- Create engaging displays and materials to attract visitors and generate leads.

### **Content Development:**

- Generate compelling agricultural content that educates and engages the target audience.
- Develop blog posts, articles, and other content to position the company as a thought leader in the agricultural industry.

### **Customer Relationship Management (CRM) Oracle:**

- Implement (CRM) Oracle systems to manage and nurture relationships with farmers, distributors, and other stakeholders.
- Gather feedback from customers and use it to improve products and services.

### **Achievements:**

- Successfully driving sales, generating 120 million Egyptian pounds in just 9 months.
- Implemented technological improvements, such as a new inventory management system, resulting in an 18% increase in monthly productivity.
- Successfully resolved a critical technical issue within a short timeframe, avoiding production downtime and saving thousands of pounds in losses.

- Improved customer satisfaction ratings by 70%.
- Innovative changes in the design of new products led to an increase in the market share by 20% through primary sectors.
- Cost savings achieved by reducing production costs by 20% through supply chain restructuring and cost efficiency improvements.
- Challenge - Develop a successful CSR campaign - How I overcame it - Design and lead an effective social responsibility campaign, improving the company's reputation and attracting new investment.
- Challenge - Managing a critical task under time pressure - How I overcame it - Effectively organizing tasks and using time management skills, which resulted in the task being successfully completed on schedule without compromising on quality.
- Challenge - Improving the Quality Control System - How I Overcame It - Made improvements in the quality control system, which resulted in a 25% reduction in defects.
- Effective communication: Organized regular team meetings that contributed to improved communication and increased morale.
- Challenge - Achieving Specific Financial Goals - How You Overcame It - Exceeding sales goals for the fiscal year, outperforming the previous year through effective marketing strategies.

## **Employment Specialist**

**November 2019 to 31 October 2022**

### **Recruitment and Staffing:**

- Develop and implement effective recruitment strategies to attract and hire skilled workers for various roles in agriculture.
- Conduct job interviews, evaluate candidates, and facilitate the hiring process.

### **Qualification and Guidance:**

- Coordinate the onboarding process for new hires, ensuring they have the necessary information, training, and resources.
- Conduct orientation sessions to familiarize new employees with the company's policies, procedures, and culture.

### **Performance management, training and development:**

- Implement and manage performance appraisal systems to assess employee performance and development needs.
- Provide guidance to supervisors on performance-related issues and assist in developing performance improvement plans.
- Identify training needs and coordinate training programs to enhance the skills and capabilities of workers in agricultural roles.

### **Employee Records and Compliance:**

- Maintain accurate and up-to-date employee records, ensuring compliance with labor laws and regulations.
- Prepare and submit required reports to regulatory agencies.

## **EDUCATION**

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### **Higher Institute of Administrative Sciences in Beni Suef**

**October 2014 to May 2018**

- Bachelor of Business Administration Marketing and Electronic Commerce GPA 2.84 / 4.0.
- Graduation Project: The Impact of the Promotional Mix On Consumer Behavior - A Case Study Of Vodafone Company - Egypt (Grade A+).
- I Participated in The Simulation Model For The National Bank and Represented The Position Of Head Of The Graphic Design, Photography, Social Media.

## **ADDITIONAL**

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- **Technical:** Photographer, Adobe Photoshop Percent 75%, Adobe Illustrator Percent 60%, Data entry, Microsoft Office, social media.

- **Languages:** English Good, Arabic Mother tongue.
- **Certifications & Training:** { Basics Of The Art Of Selling, Online Selling, Social Media Marketing, Determining Prices, Customer Relations, Data Science and Analytics, What is Your Target Audience?, Marketing Advantages Compared to Characteristics, Effective Websites, Unique Value Proposition, The Right Online Presence (HP LIVE) Year12-2023 } , E - Marketing (Edraak) Year 06-2017, Introduction to Graphic Design (Edraak) Year 12-2015 , Graphic Design (Reflection Academy) Year 12-2015.
- **Personal skills:** Team management, Communication Between People, Solving Problems, Strategic Thinking, Teamwork, Negotiating, Communicating, Leading.

## PERSONAL DATA

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- Date of birth : 15/January/1995
- Military Status : Exemption
- Marital Status : Married

## In conclusion

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I Consider myself a professional committed to achieving success and improving operations. Thanks to the experience and skills acquired, I always strive to achieve goals efficiently and innovatively.