

Omar Fathy

Business Development Executive

Professional Summary

Talented Business Development Executive brings high-level business, marketing and sales acumen. Drives competitive growth through proactive relationship building and pursuit of business opportunities. Savvy to industry trends, practices and customer demands.

Work History

Moo Mart - Business Development Executive

Cairo, Egypt

10/2021 – Current

- Identified and pursued valuable business opportunities to generate new company revenue and improve bottom line profit.
- Developed and executed strategic initiatives to implement key changes and improvements in business development and sales programs.
- Collaborated with sales and marketing departments to support business objectives and client acquisition.
- Contributed to industry organization and trade shows to gather competitive and industry intelligence.
- Enhanced revenues in several programs by implementing creative sales training techniques for staff.

LRE Consulting - Business Development Executive

Cairo, Egypt

08/2018 – 03/2020

- Defined and integrated roles, responsibilities and processes for business team and data management organization.
- Developed and implemented value-added strategies to increase profitability, expand market share and cement customer relationships.
- Developed short-term and long-term sales objectives and strategic plans to meet market needs.
- Developed comparison tables of products and services by researching product pricing, ratings and performance.

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- Downtown

Skills

- Effective negotiation
- Customer satisfaction
- Business development and planning
- Staff Management
- Strategic planning
- Research
- Critical and creative thinking
- Marketing strategy
- Sales expertise
- Marketing
- Relationship building and management

Education

Modern Academy

Cairo, Egypt

Bachelor's Degree : Management
Information Systems

Languages

Arabic

Native or bilingual proficiency

- Evaluated current service needs and product satisfaction levels with established customers to improve offerings.

Bosch Global - Sales Executive

Cairo, Egypt

10/2018 - 02/2019

- Enhanced success of advertising strategies by boosting engagement through social media and other digital marketing approaches.
- Achieved sales goals and service targets by cultivating and securing new customer relationships.
- Managed entire sales cycle across customer accounts, proposing and closing sales to achieve total revenue growth, profit and customer satisfaction plans.
- Negotiated prices, terms of sales and service agreements.
- Increased sales with execution of full sales cycle processing from initial lead processing through conversion and closing.
- Identified new business opportunities through cold calling, networking, marketing and prospective database leads.
- Trained new employees on customer service, money handling and organizing strategies.
- Developed and monitored account management processes, such as management inspections, reward and recognition and quality improvement.
- Collaborated with managers to provide customer feedback and recommend operational changes to meet emerging trends.
- Completed efficient store resets to prepare store for special promotions and seasonal updates.

DUNERAIDER - Business Development Executive

Cairo, Egypt

01/2017 - 03/2018

- Met with current clients to assess needs and develop improvement plans.
- Developed business pipeline using cold and warm techniques.
- Maintained extensive knowledge of company services to provide top-notch expertise to customers.
- Arranged potential client contacts, cultivated relationships and followed through all service needs.
- Negotiated contracts and closed sales with new and existing clients.
- Enhanced sales techniques and marketing plans to strengthen business development efforts.
- Verified work aligned with service levels agreed and client requirements.

Rada Research & Public Relations co. - Account Executive

Cairo, Egypt

09/2016 - 11/2016

English

Full professional proficiency

Internships

The Townhouse Gallery

11/2013 - 01/2014

Personal Projects

El Ta7rer (Online Radio) - Co-founder

Cairo, Egypt

Personal Information

Date of Birth: 11th of November 1988

Marital Status: Single

- Monitored marketing content for quality, accuracy and impact.
- Communicated with media weekly to build relationships and optimize press coverage.
- Reported on press coverage recaps to determine areas for improvement.
- Developed product and brand press placements.
- Coordinated press releases and handled press inquiries.
- Produced and distributed internal and external communications.
- Generated and implemented media pitches.
- Fostered positive relationships with key business journalists in national and trade publications.
- Wrote engaging and successful press releases to control information and public opinion.
- Built and strengthened industry partnerships to improve product placements, amplify coverage and maximize effectiveness of marketing strategies.
- Cultivated strong corporate image and identity with clear branding.
- Drafted speeches for company executives and advised on media talking points.

Franke Kitchen Systems Egypt - Marketing Specialist

Cairo, Egypt

04/2014 - 08/2016

- Developed technical and non-technical marketing presentations, public relations campaigns, articles and newsletters.
- Planned marketing initiatives and leveraged referral networks to promote business development.
- Analyzed data from previous and current marketing campaigns to improve future results.
- Used market analysis and metric tools to increase key audience.
- Analyzed demographic data to determine optimal targets, messaging and tactics for persuasion.
- Created documentation outlining research findings for use by project managers, customers and other marketing staff to make accurate decisions about future plans.
- Determined optimal targets, competitor offerings and tactics by studying and analyzing demographic data.
- Bolstered revenue potential by promoting and facilitating opportunities to establish guest relations and boost client retention.
- Researched, designed, implemented and tracked advertising and public relations activities.
- Maximized advertising efforts by developing content for media relations, corporate communications and social media posts.
- Identified appropriate marketing channels and target customers for campaigns.
- Collaborated with external creative agencies to produce and distribute marketing materials.

- Masterminded highly successful digital strategies for various platforms to attract customer engagement.
- Orchestrated, executed and monitored performance of campaigns to boost brand awareness and profitability.
- Developed advertisements with impactful messages to stimulate engagement and reach target audiences.
- Managed company standards for all marketing collateral and oversaw consistent application.
- Designed dynamic print ads, point of sale pieces and marketing proposals.
- Worked closely with product development teams to create and maintain marketing materials for sales presentations and client meetings.

Oracle - Marketing Coordinator

Cairo, Egypt

02/2013 - 04/2013

- Tracked and reported on marketing campaign responses.
- Utilized market trends and target audience statistics to effectively and appropriately market products.
- Maintained complete database of files, contacts and project materials.
- Answered general marketing department inquiries by email, phone and mail.
- Organized contacts and orchestrated innovative marketing campaigns to boost awareness, engagement and sales.
- Assembled and coordinated marketing materials as needed to include printing, binding, shipping and delivery.
- Worked closely with product development teams to create and maintain marketing materials for sales presentations and client meetings.

El Sawy Culturewheel - Public Relation Representative & Student Activities Coordinator

Cairo, Egypt

11/2011 - 11/2012

- Researched, negotiated, implemented and tracked advertising and public relations activities.
- Identified customer needs through market research and analysis.
- Consulted with advertising agencies to arrange promotional campaigns in various types of media.
- Managed internal, external and crisis communications.
- Aligned projects and daily activities with company vision, strategies and tactics.
- Defined and achieved project and overall organizational vision, strategies and tactics.
- Coordinated and managed sponsorships and sponsorship activation.

- Built professional relationships with distributors, customers and media staff by attending trade shows.

Barclays Investment Bank - Call Center Representative

Cairo, Egypt

11/2011 - 11/2012

- Adhered to company policies and scripts to consistently achieve call-time and quality standards.
- Maintained accurate and current customer account data with manual forms processing and digital information updates.
- Resolved concerns with products or services to help with retention and drive sales.
- Learned and maintained in-depth understanding of product information, providing knowledgeable responses to diverse questions.
- Educated customers on company systems, form completion and access to services.
- Followed up with customers about resolved issues and completed tasks to maintain high standards of customer service.
- Promptly responded to inquiries and requests from prospective customers.
- Optimized customer support by establishing collaborative service environment.