

Ali Abo Bakr Korayem

Marketing Coordinator | Senior Marketing Specialist

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PROFILE

As a results-driven marketing professional who thrives on turning ideas into action. With a strong background in market analysis, communication, and strategic planning, I've led successful campaigns and secured high-value deals that made real impact. I combine clear vision with hands-on execution, always aiming to grow businesses, build trust, and exceed expectations through smart, practical marketing.

EXPERIENCE

Rwaj Najed

Marketing Coordinator (Remote Work)

February 2025 to April 2025

Job Summary:

Implement marketing plans and activities, contribute to enhancing brand recognition and awareness, as well as coordinate with internal and external teams to ensure the success of marketing campaigns and the achievement of the company's goals.

Job Responsibilities:

- Coordinated and executed integrated marketing campaigns to enhance brand recognition.
- Developed marketing materials in collaboration with design and content teams.
- Monitored key performance metrics and prepared comprehensive performance reports.
- Conducted competitive analysis and contributed to market research initiatives.
- Managed and updated client database to support targeted outreach.

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

Marketing Team Leader

January 2025 Present

Ehnasia For Logistics

Owner & Marketing Manager

April 2024 Present

- Created sales strategies and marketing collateral in line with brand guidelines.
- Stay updated with market trends and identify the most popular and widespread products and services.
- Collaborated with cross-functional teams to develop strategic marketing initiatives.
- Analyze performance and efficiency, and prepare reports accordingly.
- Performed market research to identify emerging product and service trends.
- Prepare and enhance marketing tools and materials, such as developing sales and product strategies, and ensure that brands align with established guidelines.
- Work with agencies, suppliers, and external vendors to implement marketing programs.
- Cultivated strong client relationships and delivered customized solutions.
- Identify customer desires and develop products and services that meet their needs.

**Egypt Fresh Energy
Marketing Specialist**

February 2024 to December 2024

Key Responsibilities:

- Conducted market research and competitor analysis to guide agricultural marketing strategies.
- Developed and executed integrated marketing plans aligned with company goals.
- Created and led promotional campaigns and engaging displays to attract and retain customers.
- Coordinated with internal departments to ensure marketing initiatives supported overall business plans.

Achievements:

- Successfully driving sales, generating 240 million Egyptian pounds in just 11 months.
- Successfully resolved a critical technical issue within a short timeframe, avoiding production downtime and saving thousands of pounds in losses.

Challenges:

- 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.
- Achieving Specific Financial Goals - How You Overcame It - Exceeding sales goals for the fiscal year, outperforming the previous year through effective marketing strategies.

Effective communication:

- Organized regular team meetings that contributed to improved communication and increased morale.

Kimit Real Estate Consultant

Real Estate Consultant (Vocational Training)

January 2024

- Learned how to create and manage paid advertising campaigns on social media platforms.
- Communicated effectively with potential clients to understand their needs and preferences.
- Developed negotiation skills and practiced persuasive techniques to successfully guide clients through purchase decisions.

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

Marketing Team Leader

November 2022 to July 2023

Key Responsibilities:

- 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.

Challenges:

- 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.
- 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.
- Improving the Quality Control System - How I Overcame It - Made improvements in the quality control system, which resulted in a 25% reduction in defects.
- Achieving Specific Financial Goals - How You Overcame It - Exceeding sales goals for the fiscal year, outperforming the previous year through effective marketing strategies.

Effective communication:

- Organized regular team meetings that contributed to improved communication and increased morale.

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

Human Resources

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

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

- **Technical:** Photographer, Adobe Photoshop (Advanced), Adobe Illustrator (Intermediate), Data entry, Microsoft Office for data analysis (Advanced), Create Presentations Microsoft PowerPoint (Advanced), Social media marketing, CRM Oracle (Intermediate).
- **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

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

In conclusion

I am a passionate marketer with a proven record in driving growth and achieving measurable results. I continuously seek new challenges to expand my impact and skills.