

# Muhammed Salem

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## PERSONAL STATEMENT

*I'm a highly motivated and ambitious person with a law degree from Ain Shams University in Cairo. I've had various employments requiring fully developed analytic skills, IT know-how and the ability to cooperate with people from all parts of society. I have a degree in law, which I'm planning to utilize as a program worker within a NGO. I'm a strong asset for any NGO. Apart from work experience within the field of non-governmental organizations, I have worked on and off as a fixer and translator for foreign news outlets since 2011 and thus have an in-depth understanding of Egyptian politics and society as well as a broad network among civil society organizations, activists and scholars. Works well under pressure and multitasks in order to achieve goals to tight deadlines.*

## EMPLOYMENT HISTORY

03/2022 – Present

### Marketing Manager, blue plaza

- Holds full responsibility for all marketing and communication matters
- Has full responsibility for design decisions, offers and giveaways
- Provides and implement marketing strategy campaigns
- Maintains and updates company website and marketing pages
- Proactively drives, prepares and writes all communication, for example company announcements and Pre-qualifications.
- Responsible for marketing strategy and sales boosting.
- Head of Events Department
- PR advisor

11/2014 – 01/2021

### Granda Aluminium Company, ksa

Large industrial Company located in KSA.

Started as a Sales Rep and steadily climb my way up to Show Room Mgr.

- As a Sales Rep I was responsible of maintaining the relationship with the customer till the final delivery was made, while coordinating the workflow between the factory and the consultant office, organizing and reserving contracts and related agreements, and making sure that the customers pay their instalments due time.
- By the end of 2017 I got assigned to coordinate digital marketing while managing the high profiled contracts and customers e.g., Diplomats and Royals.
  - Conducted advanced market and competitive analyses, highlighting opportunities and trends
  - Conducted analysis and monitoring of online KPIs, and campaign ROI optimisation
  - Took full responsibility for the holding company website and social media presence
- Organizing & supervising the show room partitions in the Middle East & Dubai
- International Contacts Person with the overseas partner offices.
- Remotely managed our exhibit in the International Big 5 Exhibition in Germany, Belgium.

- Used my photography skills to create content and launching both organic and sponsored successful SM campaigns
- Establishing the Digital Marketing & PR Departments from scratch, managing website and Google Ads.
- Submit monthly reports for Google & SM analytics
- During the Covid-19 Pandemic I effectively held the CEO & Sale Mgr. responsibilities for a month after they tested positive for Covid -19

2013

### **Various Danish newspapers**

Fixer and translator for Danish freelance journalist Sofie Loumann Nielsen (newspapers "Information" and "KristeligtDagblad")

During spring/summer 2013, I worked intensively as a fixer and translator was the facilitator of meetings with groups and persons such as independent labor unions, high-ranking politicians, activists, government officials and many more.

2011- 2012

### **Telesur, Spanish TV**

- Fixer
- Cameraman and producer during the presidential election in Egypt 2011. I assisted with the production of news reports on regular basis.

05/2011

### **The Real News Organization**

- Fixer, translators and guide, and helped to arrange local interviews that the correspondent would not otherwise have access to.
- Temporary cameraman with a news crew. As the work progressed, and I developed my filming skills, I was entrusted with the task to film and edit complete reports singlehandedly. Throughout this employment, I've assisted in the development of several news reports and documentaries from Egypt.

01/2010 – 09/2010

### **Nielsen Marketing Research, Cairo**

- Worked alongside studies and was offered a full-time role due to clear ability with negotiations
- Researcher. I've worked on three major projects for the following clients: Vodafone, Cialis and Hyundai as well as several other real-estate projects.

10/2008 – 11/2009

### **Global Systems Engineering Group, Cairo**

- Worked alongside studies, based in the network hardware maintenance department. Duties included regular maintenance of several networks. I was in charge of monitoring and maintaining network systems in Ain Shams University and the surrounding compounds.
- conducting sales at the busy outlet
- Provided excellent customer service

## **EDUCATION**

### **Ain Shams University**

Faculty of law

Bachelor

2012

## **Computer Skills**

**Advanced:** Google Adwords • Google Analytics • Facebook Ads • Twitter Analytics

**Intermediate:** LinkedIn

**Proficient:** Microsoft Office • Instagram Insights • facebook insights

**Basic:** wordpress • HTML

## **Social activities**

Co-founder of the non-governmental organization (the martyr Dr \Alaa Abd-El Hady) which is an NGO focusing mainly on helping homeless children in Cairo. We were based on Mohamed Mahmoud Street from where we provide medical and social support for volatile groups, particularly children, in the local area.

We've implemented various projects that have had a positive impact on the neighbourhood.

## **Additional information**

- 80 words per minute typing
- Very good in all areas of Microsoft Office, including Word and PowerPoint
- Excellent communication skills, both written and verbal
- Fully qualified first-aider
- Driving license
- Languages: Arabic and English