



# Ola Khojali Ibrahim

## Marketing Specialist

Motivated marketing officer possessing 4 years of experience. Driven to develop successful campaigns and product marketing plans.

Adept at event planning, social media management with Excellent communication skills.

Interested in Business Management in General, and marketing in particular. Passionate about branding and in business development.

### CONTACT

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in Ola Khojali  
📍 Cairo - Egypt

### EDUCATION

**Master of business administration**  
University of khartoum  
2021 - present

**Bachelor of law**  
University of khartoum  
2013 - 2017

### SKILLS

Leadership  
Communication  
Presentation skills  
Creativity  
Interpersonal skills  
Time management  
MS Office Suite

### WORK EXPERIENCE

**MARKETING SPECIALIST**  
MIG GROUP

Jan.2023  
to  
Apr.2023

- Handling all the marketing Activity at the Engineering & AUTO sector ( **Renault & Skoda** ).
- Initiated series of marketing campaigns including email, print, digital, outdoor and social media.
- Retained clients to increase brand awareness and generate leads while managing internal and external marketing programs.
- Work closely with the CRM team.
- following up with the cross-functional teams.

**MARKETING OFFICER/ ACCOUNT MANAGER :**

AMART FOR ADVANCED PROJECTS  
MARKETING AGENCY

Nov.2021  
to  
May.2022

- Assist client with business plans, branding, remodeling and marketing increasing monthly sales by 74.4% on average annually.
- Target new customers negotiated and secured new relationships with potential clients.
- Following-up with multiple clients and knowing their needs& wants.
- Evaluating the effectiveness of marketing activities using various metrics
- Negotiate contacts with major partners, vendors, and service providers.
- Develop and maintain project timelines, ensuring projects are delivered on time and within budget.
- Empower the sales team with marketing content and campaigns that help drive sales.

## EXCPERIENCE

SEO  
Marketing Analysis  
Event Planning  
Budget Making  
CRM  
Branding  
Brand Development

## VOLENTEER WORK

Global Entrepreneurship week  
Justice Days ( university of khartoum)  
AL-Nour & Faiza charitable org.  
Sadagat

## REFERENCES

Mohammed Elzakey  
CEO of Tirhal App  
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Mohammed Yahia Elzubair  
CEO of AMART COMPANY  
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Brand Manager at MIG Group  
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### SOCIAL MEDIA MANAGER

AMART FOR ADVANCE PROJECTS  
MARKETING AGENCY

May.2021  
to  
Oct.2022

- Conduct background check and benchmarking for other competitor and set up an annually strategy for social media. strategy for social media.
- Set up monthly action plan and Callender.
- Monitor posting and other activities on client pages.
- Prepare monthly report and assessment.
- Increase number of followers and keeping up to date with the trends.
- Implement marketing and promotion tactics that led to %83 increase in website traffic from social media posts.
- Contributed social content three times per week, helping grow one client's social media presence by 40% and organic traffic by 160% over a six-month period( **AL jazeera sudanese jordanian bank**)

### SENIOR CUSTOMER SERVICE AGENT

SMART WAY COMPANY  
( BUSHRAPAY APP)

Jun.2019  
to  
Oct. 2020

- Handle customer complaints, provide appropriate solutions and alternatives within the time limits.
- Trained new team members, on entering customer data and organizing customer interaction logs.
- Received an average 79% customer satisfaction rating to date, 15% higher than the company average.
- Provided basic technical support for clients on a wide range of company products, resolving issues at 88% rate.
- Update internal databases with information about technical issues from useful discussions with customers.

### SOCIAL MEDIA MANAGER (FREELANCER)

IEC-INNOVATION & ENTREPRENEURSHIP  
COMMUNITY

Oct.2020  
to  
Dec.2020

- Develop a plan to publish the event (Global Entrepreneurship Week) online through live Broadcasting on Facebook, twitter and Instagram.
- Monitor pages and updating its content.
- Engaging with different participant online.
- Submit a report for the whole event with 12 elements.

### EVENT PLANNER / CORRDIRATORE (FREELANCER)

MADAN GROOUP

Oct.2022

- Budget planning.
- design and production while managing all project delivery elements within time limits.
- booking venue
- managing logistics
- Organizing facilities as decor, catering, transportation, location, invitee list, special guests, equipment, promotional material.
- Proactively handle any arising issues and troubleshoot any emerging problems on the event day.
- Provide feedback and periodic reports to stakeholders.