

# Mohamed Magdy Shoman

D.O.B.: 04-Jan-1995

Nationality: Egyptian

Location: Al haram -Cairo, Egypt

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Marital Status: Single

## OVERVIEW:

Experienced Senior Account Manager with a demonstrated History of working in the Marketing and advertising industry for more Than 6 Years, Skilled in Market Planning, Sales. Strong Sales Professional with a Bachelor of Business Administration - English Section from Cairo University.

## OBJECTIVE:

To work in a multinational organization where I have the ability to advance in my career. To be an essential part of a team to contribute to the overall production and efficiency of my business unit, and to excel in my day to day tasks. To further my knowledge through training and to use my creativity to achieve more with the team and/or individually.

## EDUCATION:

University: Cairo University, Faculty of Commerce - English Section Program Graduation

Grade: Pass

Graduation Year: 2016

Secondary School Degree, Egypt Class of 2012

## LANGUAGES:

Arabic -Mother tongue

English - fluency level has been achieved in English (Speaking, Writing, Listening and Reading)

## COMPUTER SKILLS:

- Excellent knowledge of Internet Researches & Data Collection
- Excellent using of Microsoft 2003, 2007, 2010 (Excel - Word - Power point - Access).

## PROFESSIONAL AND WORK EXPERIENCE:

### Creative Advertising Thinking (CAT)

Senior Account Manager

Full Time

July 2021 - Present.

Account Manager

Full Time

September 2019 - July 2021. 1 year 11 Months

#### Responsibilities:

- Responsible for all client communications, conflict resolution, and compliance on client deliverables and revenue.
- Creating the campaign concept incorporation with the creative lab and movies story boards
- Reviews all major deliverables (i.e. strategic brief, function spec, tech spec, etc.) to ensure quality standards and client expectations are met.
- Ensures that client issues are dealt with in an efficient manner, informing the Managing Partners or Managing Director of any problems that may arise.
- Reports to the Managing Partners, providing regular input on all account activity, including status and call reports.
- Approves Change Orders and invoices, and is responsible for payment collections.

### Digiland Marketing & Advertising Agency

Marketing & Communication Manager

Full time

September 2018 to September 2019. 1 Year

#### Responsibilities:

- Creating and implementing plans to increase market share
- Commissioning or conducting market research
- Overseeing market data analysis and evaluation
- Developing pricing and budgeting strategies

- Collaborating with cross-functional teams - from creative, IT and production to product marketing and legal - to produce effective promotional materials
- Coordinating with and managing agency partners
- Creating marketing presentations for stakeholders
- Obtaining necessary consent and providing final approval on all marketing collateral, products and promotions
- Developing schedules and maintaining deadlines

## TravelYalla

Digital Marketing Strategist

February 2017 to September 2018. 1Year, 7Months

### Responsibilities:

- Develops unique strategies and builds upon current Company strategies within the digital arena to meet/exceed objectives
- Executes projects to be high quality, on time and cost-effective/on budget
- Fosters timeline development and monitors progress, ensuring deadlines are met
- Manages overall project scope and ensures staffing assumptions adhere to budget
- Manages work and professional development of assigned project manager(s)
- Works with project managers to ensure team is aligned to client requirements
- Writes communications briefs, ensuring that creative and media are effectively integrated
- Manages research studies that yield rich insights into consumer online behavior and key motivational/attitudinal behavior
- Develops a total understanding of online target audience and mindset modes
- Writes and transmits conference reports to Board of Directors
- Provides campaign performance reporting and analysis to clients
- Ensures accountability is established during the project planning process

## Barclays Bank of Egypt

Social Media Specialist

January 2016 to February 2017. 1Year, 1 Month

Customer Experience Officer

September 2014 to January 2016. 1Year, 4 Months

### **Responsibilities:**

- Handling bank's official Facebook page,
- replying on customer E-mails through our communications channels like Your Voice mail box and MSG data center,
- Extracting engage reports for our digital channels, and handling team performance.

### **Personal Skills:**

- Ability of Learning New Technologies and Sciences.
- Ability of Working under Pressure.
- Ability of Working in a Group or Individually According to the Job Requirements.
- Ability of Simplifying and Analyzing Data. • Ability of Research Using Advanced Tools.

### **OTHER INTERESTS AND HOBBIES:**

Music, Traveling, Shopping, Browsing, Reading