

Mohamed Yossry

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Agamy , Alexandria , Egypt

MARKETING & SALES MANAGER

A results-oriented Marketing & Sales Manager with experience in media management and leadership roles. Led and managed media & E-commerce operations in **EVENT & Vanetty** Fashion Brands. Expertise in leading teams to improve performance, customer loyalty, and forging partnerships with internal and external partners and brand management . Specializes in helping companies launch new media services and products, from concept to roll-out. Extensive experience in the development Brands image in all digital platforms

KEY COMPETENCIES

Brand Management	Financial reporting	Team leadership
Marketing	Graphic Designs	Sales
E-commerce operation & sales	Business development	Operations & Stock management

PROFESSIONAL EXPERIENCE

Lecico Egypt

Nov 2022 - Present

Marketing & Sales Analysis

Lead Marketing & sales analysis operations, achieving growth of 120% by NPD products sales in 6 Months

Accomplishments:

- Conducts institutional research and assessment analysis, including data collection and analysis activities in academic and administrative areas
- Interprets, evaluates and clarifies research requests to determine potential data sources and informational
- Research models through interactions with end users.
- Build Data base For all global competitors
- Responsible for preparing benchmark data and reference sources
- Ensures high data quality on all source systems.
- Coordinate with product development team

Event "Fashion Retail"

Nov 2022 - Present : Part Time

Senior Marketing & Sales Manager

Sep 2019 - Nov 2022: Full Time

Lead operations, achieving growth of 280% in three years. by Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing & sales goals

Accomplishments:

- Planning and monitoring the ongoing brand presence on Digital Platforms.
- Using social media analytics to track engagement and identify industry trends t
- Run ads on different platforms like Facebook, Instagram, Google Ads and Tiktok
- Prepare Accurate Reports on our marketing campaign's Overall Performance.
- Manage and delegate Designs and provide directions
- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Develop, implement, and maintain sales strategies
- Manage relationships with business partners within the Retail organization to ensure alignment on goals and visibility into Marketing's impact

Vanetty "Luxury Classic Wear"
Senior Marketing Manager

Nov 2022 - Present : Part Time
Sep 2019 - Nov 2022: Full Time

Accomplishments:

- Identifies marketing opportunities by identifying consumer requirements; defining market
- Determines annual and gross-profit plans by forecasting and developing annual sales
- Accomplishes business development activities by researching and developing marketing opportunities and plans; implementing sales plans
- Planned and implemented social media campaigns.
- Creating a brand's image and story
- Design, build and maintain our social media presence

Massar "E-commerce Fashion brand"
CEO&Founder

Feb 2017 - Jun 2020

Developed innovative marketing campaigns based on key objectives. Monitored online advertising and social media campaigns to assess success of different strategies. Oversaw product planning and demand management on monthly basis in order to maintain adequate product levels.

EDUCATION

Alexandria Univeristy

Bachelor's degree, Finance and investment

MMA Academy

Graduate Certificate Markeing Full Stack Diploma

SALES

Retail • **Marketing Management** • Social Media Marketing • Market Research • Public Relations • Customer Service • Digital Marketing • **E-Commerce** • Fashion Design • Warehouse Operations • **ERP management** • **Photoshop** . **Product Photography** . Art Direction