ABDULLAH RASHAD

Marketing Manager | DIGITAL & PERFORMANCE MARKETING

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EXECUTIVE PROFILE

Marketing Manager with 15+ years of experience leading annual and monthly marketing planning, brand development, market and competitor analysis, integrated digital and traditional campaigns, and performance management across B2B and B2C sectors. Managed EGP 50M+ in cumulative advertising budgets, built brands from the ground up, led cross-functional teams, and delivered data-led growth across Egyptian, Saudi, Gulf, European, and international markets.

SELECTED CAREER HIGHLIGHTS

- Managed EGP 50M+ in cumulative advertising spend and 300K+ digital ads/campaign executions across multiple markets and industries.
- Built brands and visual identities from the ground up while leading and training cross-functional marketing teams across performance, content, creative, and marketing operations.
- Expanded e-commerce performance for Three Stores from approximately 8 to 300+ daily orders within six months.

CORE COMPETENCIES

Annual & Monthly Marketing Planning • Market Research & Competitive Analysis • Customer Behavior Analysis • Brand Strategy & Identity Development • Integrated Digital & Traditional Campaigns • Marketing Budget Management • Team Leadership • Content & Creative Direction • KPI Reporting & Performance Analysis • Sales & Marketing Alignment • Trade Marketing & In-store Activation • Performance Marketing

PROFESSIONAL EXPERIENCE

Tawasol Al-Riyadh / TawasolMap | Marketing Manager / *Egypt / Saudi Market* — Dec 2024 - Present

- Develop and execute annual and monthly marketing plans for TawasolMap vehicle-tracking solutions and Rasid ERP, aligning brand, acquisition, product, and sales priorities in the Saudi market.
- Conduct market, customer, and competitor analysis to identify growth opportunities, refine positioning, and guide integrated campaign and budget decisions.
- Lead five direct reports across media buying, content, graphic design, and AI video production; monitor KPIs, evaluate campaign results, and present periodic performance reports and recommendations to management.

UniPower | Marketing Manager / *On-site | Egypt* — 2024 - 2025

- Led corporate, brand, digital, and B2B marketing for engineering, renewable-energy, power, and telecommunications solutions, including building the company's brand identity from the ground up.
- Delivered print collateral, exhibitions, email marketing, corporate presentations, and sales-support materials, coordinating with sales and technical teams to market complex solutions to enterprise and telecom clients.

The Tailors Dev | Marketing Manager / *Remote* — Feb 2024 - Apr 2025

- Managed multi-client marketing portfolios across industrial and tourism sectors in Egypt, Austria, and Gulf markets, covering strategy, branding, customer acquisition, and campaign delivery.
- Built brand identities from the ground up and executed integrated campaigns spanning digital media, print materials, outdoor advertising, in-store activation, and dealer and trade promotions.

Matrix Clouds for Integrated Solutions | Marketing Manager / *Remote* — May 2023 - Dec 2024

- Led remote marketing for industrial, tourism, technology, healthcare, and e-commerce clients across Egypt and Gulf markets, including brand development, print, outdoor advertising, retail activation, dealer offers, and performance campaigns.

PROFESSIONAL EXPERIENCE - CONTINUED

DOT Mobile Phones & Accessories | Digital Marketing Manager & Media Buyer / *On-site | Egypt* 2023 - 2024

- Led the company's digital marketing, performance-media, content, and e-commerce customer-acquisition activities.
- Built and optimized acquisition campaigns, content, audience targeting, and e-commerce conversion journeys across paid digital channels.

Three Tech / Three Stores | Digital Marketing Manager & Media Buyer / *On-site | Egypt* Aug 2020 - May 2023

- Directed digital marketing, content, and media buying across technology, baby-accessories, and e-commerce brands serving local and international audiences.
- Scaled e-commerce performance from approximately 8 to 300+ daily orders within six months through campaign optimization, audience segmentation, offer development, and conversion-focused execution.

Media First Production House | Digital Marketing Manager | Media Buyer / *Healthcare & Media* Jun 2020 - Jul 2022

- Led digital campaigns for medical clinics and Al Hadath Al Youm television channel, combining healthcare-sector expertise with media and audience-growth strategy.

Digital Media Production House | Digital Marketing Manager / *Media / Multilingual Operations* Feb 2015 - May 2020

- Managed large-scale multilingual digital operations for Quran-Hidayah TV Network and Eyaka-Nabod satellite channel across Facebook, YouTube, and Twitter in 32 languages.

KCS Store | Social Media Specialist / *E-commerce | Egypt* Sep 2011 - Oct 2014

- Created sales-focused social content, managed community engagement, and supported customers through the company's digital channels.

Ro'eyah for Software Development | Java Developer / *Egypt* Dec 2007 - Aug 2011

- Developed backend solutions and built the technical foundation later applied to SaaS, applications, websites, analytics, and technology-product marketing.

MARKETING CONSULTANCY

Elite International Academy for Training & Development | Marketing Trainer & Consultant | Ongoing

- Deliver professional marketing courses and continue to support the academy as a trainer and marketing consultant.
- Established and trained the academy's marketing team from foundation level to professional execution. Website: ieatd.com

Freelance Marketing Consultant | Jan 2015 - Present | Part-time / Concurrent

- Provide marketing strategy, media buying, team building, training, and long-term advisory support across tourism, healthcare, retail, e-commerce, technology, and professional services.

PLATFORMS, ANALYTICS & TOOLS

Google Ads & Performance Max • Meta Ads Manager • TikTok Ads Manager • Snapchat Ads • X Ads • Google Analytics 4 • Google Tag Manager • Looker Studio • SEO Tools • WordPress • Adobe Photoshop • Microsoft Office • Languages: Arabic (Native), English (Very Good)

INDUSTRY EXPERIENCE

Technology & SaaS • E-commerce & Retail • Healthcare • Media • Tourism & Travel • Telecommunications • Renewable Energy • Engineering • B2B Services

EDUCATION

Bachelor of Shariah and Law | Al-Azhar University, Egypt