



MOHAMED EL SAYED

D.O.B 27 July, 1990
Nationality Egyptian

Marital Status Single
Military Status Exempted

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Maadi, Cairo

PROFESSIONAL SKILLS

Photoshop	●●●●●●
After Effects	●●●●○
Final Cut Pro x	●●●●○
Indesign	●●●○
Illustrator	●●○○○
Photography	●●●●○
MS Office	●●●●○
Prezi	●●●●●
Key Note	●●●●○

INDIVIDUAL SKILLS

Creativity	●●●●●
Teamwork	●●●●○
Leadership	●●●●○
Taking Initiative	●●●●○
Passion	●●●●●

VOLUNTEER WORKS

Arab Innovation Network (UK)
Art Director
<https://arabinnovation.net/volunteers/>

Enactus WorldWide (USA)
Social Ambassador
<https://enactus.org/what-is-a-social-ambassador/>



EXPERIENCE

DIGITAL MARKETING CONSULTANT
2017 - Present

- Suez Canal Economic Zone** (www.sczone.eg)
- Reporting to SCZone Chairman, Minister Dr. Ahmed Darwish.
 - Content creation & digitalization of late news, projects and achievements at SCZone.
 - Measure & report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs).

PUBLIC RELATIONS MANAGER
2016 - 2017

- MultiTrade Egypt**
- Planning and Budgeting for all four Brands for 2016 activities and advertising.
 - Planning and Supervising monthly events for each brand in sporting clubs and malls.
 - Pharmacies Branding (55 Branches of Misr Pharmacies).

SENIOR PR MARKETING SPECIALIST
2015 - 2016

- Ghabbour Auto**
- Planning, Implementation and follow-up for all special events and annual receptions.
 - Manage & coordinate relations with B2B & Key Accounts.
 - Design all POS Material, videos & all advertising elements.
 - Execute & expand sponsorship development & fulfillment.

BRAND & EVENTS SPECIALIST
2012 - 2015

- Giza Systems**
- Planning and organising for logistics of events to include costing, reservations, marketing collaterals, giveaways, etc.
 - Coordinate & Supervise logistics for CSR activities.
 - Create & update Giza Systems clients & products' databases, Also conduct customer satisfaction surveys.
 - Logistics preparation of international events at Spain, Oman, Kenya, Ughanda, UAE & KSA.

ART DIRECTOR
2010 - Present

References will be provided upon request.

- Freelance**
- Producing movies for different occasions & events.
 - Offerring branding solutions such as outdoors, banners, flyers, brochures...etc
 - Previous Clients : Orascom Constructions, Orange, PwC, Vodafone, CIB, QNB, USAID, UNCHR, UNDP, Universal, Total Egypt, Dar El Maamar, Nestle, TEDx Cairo Uni. ..etc



EDUCATION

BUSINESS ADMINISTRATION
2007 - 2011

Faculty of Commerce - English Section Cairo University.
Majored in Business Administration, studied Marketing, Sales, Promotion, Project Management & Finance, Organizational Behaviour and Human Resources.

MOTION GRAPHICS
2010

Russian Cultural Center
6 months diploma certifying a professional motion graphics designer in the mentioned softwares.

DIGITAL MARKETING
2013

Digital Marketing Arts Academy
Social media Revolution, ladder of engagment. Planning for digital marketing stragties, contect marketing war, brand analysis, marketing automation.

ECONOMIC-CULTURAL EXCHANGE
2018

T.E.D.A. - China
1 Month Training provided by the Chinese Government for SCZone Managerial Staff on the Special Economic Zones & international markets and competitive advantages.