

ESLAM AHMED

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Summary

As a strategic marketing consultant and business strategist with over 16 years of experience in business planning and traditional/digital marketing platforms, I have built brands and driven revenue growth through innovative strategies while leading teams and ensuring accurate project execution.

I believe in the power of rapport-building, business development, advertising, strategic planning, games/software development, financial management, client relations, and negotiation skills. My professional journey has been marked by increasingly essential responsibilities and roles, resulting in a 47% increase in revenue, generating sales and cost savings of over **\$86 million**.

Throughout my journey, I have also forged strategic alliances with leading global brands for almost two decades.

Core Competencies

- Digital/Traditional Marketing
- Advertising [Media Planning & Buying]
- Client Relationship Management
- Contingency Planning
- Tracking & Reporting
- Strategic marketing
- 360 Creative / Integrated Campaigns
- Project Management
- Operations Management
- Business plans
- Market research
- Story development and brand management

Experience

Employers: Prometeon, JTNY, Ikarus Electric, Louver Abu Dhabi "Elephantine", IDG, Misr ElKhair, Lamar, TSS, Maven Dev., and others.

Marketing Consultant – Business Strategist Feb 2015 – Present

- As an independent marketing consultant and business strategist, I am passionate about delivering results-driven digital marketing solutions. My ultimate goal is to fully understand and analyze business objectives and engage in the problem-solving process while striving to create impactful and innovative marketing strategies.
- Launched full-scale communication strategies and marketing plans, researched target markets, and recommended tactical marketing tools. My diverse experience working with firms, brands, and incubators like Flat6Lab or Mint across different markets, industries, and verticals has given me a unique perspective on creating effective marketing campaigns.
- Led startups and small and medium-sized enterprises (SMEs) with basic marketing needs, ranging from direct marketing to social media, business-to-consumer (B2C) and business-to-business (B2B) marketing, and customer acquisition to customer retention.
- My experience has also included managing sales and marketing for clients, where I have successfully created strategic business plans and ensured overall profitability, revenue growth, maximum penetration, brand awareness, sell-through, and customer satisfaction. My marketing approach involves monitoring projects and analyzing results to optimize performance while always keeping the end goal in mind: achieving success for the client.

Employer: Digitree — Cairo, Egypt — Link: <https://tinyurl.com/y77bd599>

Chief Executive Officer Jun 2016 – Jan 2024

- Drive awareness of the external and internal competitive landscape, opportunities for expansion, customers, markets, new industry developments and standards, etc.
- Won 48 pitches out of 62 in MENA across various verticals, leading and managing a team of unique talents mainly polished through our continuous development plans.
- Guiding, directing, and evaluating the work of other executive leaders and directors, depending on Digitree's reporting structure.
- Formulating and implementing the strategic plan that guides the direction of the business.
- Overseeing the complete operation of Digitree following the direction established in the strategic plans.
- Market the agency in conferences, events, workshops, and publications across the EMEA region.
- Applied sales forecasting techniques and strategic planning to verify sales and profitability of services.

Employer: Digitree — Cairo, Egypt

Managing Director Nov 2014 – Jun 2016

- Gross billing increased by 19% and 35%, and revenues increased by 29% and 41.5% during the first and second years, respectively.
- Developing digital marketing strategies and activities and implementing strategic planning, analytics, performance marketing, and regional partnership practices for many of our clients [Samsung Egypt, Careem, Vodafone Business, ExxonMobil, Gold's Gym, Leo Pharma, Minister of Prevention and Health in Dubai, Porto, Lamar and more].
- Teaming up, working closely with, and reporting to the Chairman and CEO, especially on growth, strategy, new business, and expansion plans.
- Managing, mentoring, and developing a highly effective digital team of 42 employees.
- Managing sales and marketing, including developing strategic business plans, ensuring overall profitability, revenue growth, maximum penetration, brand awareness, sell-through, and client satisfaction.

Employer: Isobar — Egypt, UAE

Lead Technologist Jun 2012 – Oct 2014

- Developed multiple award-winning games and apps using programming languages XCode, C#, JavaScript, ActionScript, Unity 3D, PHP, HTML5, Adobe Creative Suite, and various other languages while collaborating with creative teams.
- Conducted workload assessments and presented new operational processes to handle tight deadlines and fast-paced environments, resulting in a 25% increase in team efficiency.
- Prepared a quarterly business review to ensure results met agreed business objectives.
- Developed a competitive positioning strategy and communication plan as part of ongoing talent development plans, resulting in tripled sales at the expense of competitors.
- Optimized team processes by introducing Jira/Agile methodology, reducing project delivery time by 34%.
- Utilized strong data analysis skills to develop practical solutions for challenging situations.

Employer: Booking — Netherlands

AdTech Lead [Part Time] Feb 2012 – Dec 2013

Employer: Yahoo Inc. — United Kingdom, Egypt

AdTech Lead Sep 2010 – May 2012

- By adopting new technologies and processes, we successfully met the industry's changing demands, resulting in a substantial 14% increase in our client base.
- We took a proactive approach to employee engagement. We developed a customized evaluation process for our team, resulting in a remarkable 34% increase in employee retention and improved team morale and motivation.
- We embraced Agile methodology to monitor and evaluate our project milestones, which helped us identify and resolve bottlenecks, doubling our team's performance. We empowered our team with the right tools, including CRM, time-tracking, and MS Office, to monitor productivity and identify areas for improvement. This led to a 25% increase in our team's output.
- Prioritized building strategic relationships with creative studios and critical accounts, resulting in remarkable 15% revenue growth and contract renewals worth \$6 million+.

Employer: Equinox Graphics. — Cairo, Egypt

Senior Software /Game Developer Sep 2008 – Aug 2010

Employer: Shift e-Business - Germany, Egypt

Software/Web Developer Apr 2007 – Aug 2008

Employer: ILTA Group — Germany, Egypt

Certified Oracle/Software Developer Dec 2005 to Mar 2007

Employer: ILTA Group — Germany, Egypt

Junior Software Developer May 2004 to Nov 2005

Education

Tanta University - Egypt

2006 Bachelor's of Computer Science

Illinois University At Urbana Champaign

Master of Business Administration – MBA, Marketing
Degree In Progress - Anticipated Completion Fall 2024

Relevant Courses / Activities

- Illinois University 2013 – Digital Marketing has been attended.
- LMU Munich 2011 – Design patterns course has been attended.
- Stanford University 2010 – Developing IOS Apps has been attended.
- Online Courses: Business Management, Advertising & public relations management, media buying and planning, visual communications, and data gathering & analysis.

Achievements

- Facilitated a mega sponsorship deal between two prestigious organizations - Al Ahly Club and Prometeon Tyre Group.
- Created the first artist development hub at Louvre Abu Dhabi's Elephantine. This initiative has allowed local talent to showcase their work and gain global recognition.
- Obtained a public ride-hailing license from the multiple superlevel government authorities for JTNY, which is a significant achievement since JTNY is the only company to receive such a license after SWVL Corp in Egypt.
- Facilitated the first GB/T electric charging protocol for Ikarus Electric, directly from Kstar China to Egypt.

Awards

• **Digitree | Star of Business**

Honor date: Sept 2016 **Honor issuer:** SMEEgypt

Honor Description: Star of the Business award, Media field.

• **Mcdonalds Happy Apples | Best AR Mobile App**

Honor date: March 2013 **Honor issuer:** Arab Net – Lebanon

Honor Description: Joined Qualcomm AR references - Best Technical reference.

• **Nestle 100 Years Game | Facebook App**

Honor date: Oct 2013 **Honor issuer:** Pan Arab Academy

Honor Description: Best Facebook Interactive Application Award

• **Mcdonalds Menu El Fakkah Game | Campaign**

Honor date: Aug 2012 **Honor issuer:** Effie awards MENA

Honor Description: Most Effective Brand

• **Vodafone Campaign | Homepage Ad Format on Yahoo Germany**

Honor date: Dec 2011

Honor Description: Best Integrated Campaign