Youssef Hassan

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ABOUT ME

Visionary Marketing Manager blending creative ingenuity and data-driven strategy to deliver exceptional outcomes. Skilled in shaping impactful marketing initiatives, optimizing performance, and driving growth beyond expectations.

WORK EXPERIENCE

MASHOURA – CAIRO, EGYPT

SENIOR MARKETING MANAGER – 05/2024 – CURRENT

- Strategically lead and execute integrated digital marketing and communication initiatives across **multiple platforms** to achieve business objectives.
- Drive performance optimization for **SEO, SEM, social media campaigns, and content creation** to maximize **ROI** and elevate audience engagement.
- Leverage **data analytics** and market insights to shape data-driven marketing decisions, ensuring campaigns align with trends and deliver measurable results.
- Establish and maintain consistent **brand messaging** and tone across all communication channels and marketing materials.
- Collaborate cross-functionally to align marketing, sales, and communications strategies while mentoring team members to enhance their professional growth and performance.
- Develop and distribute engaging **press releases, newsletters, and blog content** to boost brand awareness and audience interaction.
- Act as the **primary liaison** for client communication, managing technical requests, aligning project goals, and building strong client relationships.
- Successfully led the creation and execution of marketing campaigns both **digital and traditional** that resulted in new client acquisitions and strengthened partnerships.
- Oversee the development of digital assets, such as graphics, videos, and website content, to amplify campaign effectiveness and improve brand visibility.
- Conduct in-depth **competitor analysis** to inform and refine marketing communication strategies, staying ahead of industry trends.

RISEUP AGENCY – CAIRO, EGYPT

MARKETING MANAGER – 02/2022 – 05/2024

- Developed and implemented **digital marketing strategies**, including **social media advertising**, **email marketing**, **display ads**, **Search Engine Optimization (SEO)**, **Search Engine Marketing (SEM)** and **Pay-per-click (PPC)**.
- Built and maintained a brand's presence across **multiple social media channels**.
- Created, executed and monitored **marketing campaign budgets**.
- Collaborated with media and sales teams to improve marketing results.
- Measured **key performance metrics**, including website traffic, audience engagement, service quotas, bounce rate and ad
- spend return on investment.
- Coordinated with the digital marketing team to identify **innovative growth strategies**.
- Prepared **reports on the performance** of marketing campaigns.
- Overseen, mentored and led the marketing team.
- Contributed to increasing the company's **customer retention rate from 3% to 35%**.

EVENTY L.L.C. – GIZA, EGYPT

DIGITAL MARKETING MANAGER – 06/2018 – 02/2022

- Managed a team of 35 and digital strategies for 50+ clients across diverse industries.
- Increased client engagement by 32% through targeted, data-driven campaigns.
- Optimized budgets for maximum ROI, consistently exceeding performance goals.
- Developed tailored marketing solutions, driving 15% growth in sales.
- Fostered strong client relationships, ensuring high satisfaction and retention.
- Analyzed and refined campaign performance to improve results.

CORD DIGITAL – CAIRO, EGYPT

SOCIAL MEDIA MANAGER – 06/2017 – 06/2018

- Analyzed **customer expectations** according to past social media activity
- Developed social media campaigns
- Defined **KPIs and KRAs** for social media campaigns
- Updated **social media content** across all channels
- Engaged with customers and followers, monitored campaigns and analyze data obtained
- Monitored **SEO and web traffic metrics**

- Developed content or get it done by content creators, and kept an eye on social media trends
- Secured an **8% increase in ROI** within the Egypt market by making social media penetration for Panasonic.

WEBBINGSTONE – CAIRO, EGYPT

DIGITAL MARKETING SPECIALIST – 01/2013 – 06/2017

- Built and executed social media strategy through **competitive research**, **platform determination**, **benchmarking**, **messaging** and **audience identification**.
- Generated, edited, published and shared **daily content (original text, images, video or HTML)** that builds meaningful connections and encourages community members to take action.
- Established and optimized company pages within each platform to **increase the visibility of the company's social content**.
- Moderated all user-generated content in line with the moderation policy for each community.
- Created editorial calendars and syndication schedules.
- Continuously improved by capturing and analyzing the appropriate **social data/metrics**, **insights** and **best practices**, and then acting on the information.
- Collaborated with other departments (design, sales, etc.) to manage reputation, identify key players and coordinate actions.

AL-ARABIYA T.V. CHANNEL

SOCIAL MEDIA INTERN – 06/2012 – 09/2012

- Worked with the on-site Social Media Manager to create and implement campaigns.
- Developed content calendars on a weekly and monthly basis for company brands.
- Monitored analytics with the social media team to identify viable ideas.

EDUCATION AND TRAINING

09/2012 – 09/2020 Cairo, Egypt
BACHELOR OF BUSINESS ADMINISTRATION Akhbar El-Youm Academy

SKILLS

Product Marketing Expertise | Go-to-Market Strategy | Customer-Centric Focus | Cross-Functional Collaboration | Market Analysis & Insights | Data-Driven Decision-Making | Digital, Marketing Tools & Platforms | CRM & Automation Expertise | Content Strategy & SEO | Cultural & Regulatory Understanding | Project & Team Management | Creative & Problem-Solving Skills | Media Buying & Campaign Management | Customer Experience Advocacy | Critical Thinking

LANGUAGE SKILLS

Mother tongue(s): **ARABIC**

Other language(s):

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken production	Spoken interaction	
ENGLISH	B2	B2	B2	B2	B2
GERMAN	A2	A2	A2	A2	A2

Levels: A1 and A2: Basic user; B1 and B2: Independent user; C1 and C2: Proficient user