

# Alia Ahmed

## Marketing Manager

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In pursuit of expanding my area of expertise in the field of marketing, I joined a mobility solutions company as their marketing manager of the automotive line of business; I was able to increase sales by 15%, quality of leads by 20% and implement improvements to data research and analysis.



### Skills

Communications

Team management

Process improvement

Marketing and advertising

Campaign management

Problem resolution

MS Office



### Work History

**Oct 2019 - May 2020 Marketing Manager, Automotive**

*About Ghaly Motors, Cairo, Cairo*

- Helped incorporate product changes to drive customer engagement and firm profits.
- Built brand awareness and generated leads while managing internal and external marketing campaigns and programs.
- Devised and deployed online marketing plans with effective SEO, social media and viral video campaign strategies.
- Developed innovative and targeted collateral to support overall branding objectives.
- Collaborated with senior sales, engineering, and other business development executives to create best practices marketing initiatives and media positioning for vertical markets.

- Reduced marketing costs by streamlining marketing roles, leveraging communications materials, monitoring budgets, and developing protocol.
- Developed creative sales tools, including presentations, trend reports, kitted assets, and product data sheets.
- Developed and implemented favorable pricing structures balancing firm objectives against customer targets.
- Capitalized on industry and marketplace trends to strategize solutions and enhance business operations.
- Compiled product, market and customer data to forecast accurate sales and profit projections.
- Inspected vehicles and utilized market and industry expertise to execute strategic automotive purchases for dealers, private clients and volume resellers.
- Retained accurate records of purchases, titles and sales.

**Apr 2018 -  
Jun 2019**

### **Senior Account Manager, Advertising**

*Tarek Nour Advertising- TNA, Cairo, Cairo*

- Managed multiple accounts/brands in different and with high impact industries such as telecommunications, banking and charity work.
- Initiated, planned and executed multi-media campaigns from concept to production.
- Co-strategized the brands presence on all mediums such as TV, digital and social platforms as well as all print mediums.
- Planned budgets and needed spends in line with the business objectives and targeted profitability of these brands.
- Elevated account management by predicting potential competitive threats and outlining proactive solutions.
- Participated in numerous pitches along side the top management team.
- Trained and coached team of three professionals focused on managing our accounts.

#### **- Accounts managed:**

- Umniah-Teleco in Jordan
- The Magdi Yacoub Foundation
- Bank Alithad- Bank in Jordan

**Mar 2015 -  
Apr 2019**

### **Senior Account Manager, Advertising**

*Impact BBDO, Cairo, Cairo, Cairo*

- Managed multiple accounts/brands in different and with high impact industries such as FMCG, Automotive, banking and Real Estate.
- Initiated, planned and executed multi-media campaigns from concept to production.
- Co-strategized the brands presence on all mediums such as TV, digital and social platforms as well as all print mediums.
- Planned budgets and needed spends in line with the business objectives and targeted profitability of these brands.
- Elevated account management by predicting potential competitive threats and

outlining proactive solutions.

- Participated in numerous pitches along side the top management team.
- Trained and coached team of three professionals focused on managing our accounts.

**- Accounts managed:**

- PepsiCo,MEA- Snacks Category
- Heinz,Egypt
- Savola,Egypt
- Mansour Automotive- Opel
- Exxon Mobil
- EFG Hermis
- Somabay
- Scib Paints

**Jan 2014 -  
Mar 2015**

**Account Supervisor, Advertising**

*DDB Egypt- TNC, Cairo, Cairo*

- Managed multiple accounts/brands in different and with high impact industries.
- Initiated, planned and executed multi-media campaigns from concept to production.
- Co-strategized the brands presence on all mediums such as TV, digital and social platforms as well as all print mediums.
- Planned budgets and needed spends in line with the business objectives and targeted profitability of these brands.

**- Accounts managed:**

- Philips Egypt
- Exxon Mobil- On The Run
- Amer Group

**Aug 2013 -  
Dec 2013**

**Marketing Executive**

*Giza Projects, Giza, Giza*

- Co-planning and business development.
- Helped create E-marketing services.
- Client services handling.

**Mar 2011 -  
Dec 2012**

**Client Services Representative,Banking**

*HSBC Egypt- Zamalek Branch, Cairo, Cairo*

- Receiving and handling customers' requests and business transactions.
- Cross-selling the bank's products.
- Consolidation of team's daily/weekly activities into a comprehensive reports.
- Worked as a temporary substitute for absent seniors in higher clients' category.

**Mar 2010 -  
May 2010**

**English Instructor- Project Based**

*Berlitz Egypt, Helwan University, Cairo*

- Teaching and instruction 4 classes of college students (85 students).
- Preparing daily reports of total day activities.

- Exam corrections and grading .



## Education

**Jan 2006 - Feb 2010**    **Marketing And International Business**  
*Management Sciences, BA - 6th October- Egypt*

**American Diploma**  
*Pyramids Language School - Giza- Egypt*



## Software

SAP



## Languages

Arabic: Spoken and written

English: Spoken and written



## Certifications

**Mar 2015**    Institution of Practitioners in Advertising Foundation, IPA



## Additional Information

Marital Status: Married