

Mazen Ashraf Elomda

- Address: Zagazig , Egypt.
 - Mobile: +201205304919
 - E-mail: mazen.work33@gmail.com
 - Linked in: [MAZEN ELOMDA](#)
-

Objective:

"I aim to join a distinguished team in a leading organization, where I can apply my expertise and enhance my skills in

marketing. I aspire to effectively contribute to developing creative and innovative strategies that aid in the organization's growth, focusing on utilizing my analytical and communication skills to achieve the best results."

Education:

Bachelor of Science in Petroleum and Groundwater

September 2022 - Expected graduation in June 2026

- Second-year student, engaged in core courses related to petroleum and groundwater.
 - Active participant in departmental activities and scientific events.
-
-

Skills Summary

• **Marketing and Business Management:**

- Advanced experience in developing and implementing integrated marketing strategies.
- Strong skills in market analysis and identifying business opportunities.

• **Creating Marketing Plans and Strategies:**

- Ability to formulate and execute strategic marketing plans aligned with company objectives.
- Experienced in data analysis to improve performance and increase return on investment.

• **Social Media Management:**

- Effective management of accounts on platforms such as Facebook, Instagram, Twitter, and LinkedIn.
- Experienced in developing creative content and executing promotional campaigns across social networks.

• **Sales:**

- Strong skills in sales and negotiation, with a proven track record of achieving and exceeding targets.
 - Experience in building and maintaining excellent client relationships.
 - **Online Selling:**
 - Proficient in utilizing online platforms for sales, understanding customer online behavior, and maximizing e-commerce tools for sales enhancement.
 - **Market Research:**
 - Proficient in conducting thorough market research to gather insights and support strategic decisions.
 - Skilled in utilizing both qualitative and quantitative research methods to evaluate market trends and competitor analysis.
 - **Campaign Management:**
 - Experienced in designing and managing multi-channel advertising campaigns, including online paid advertising and traditional media.
 - Ability to analyze campaign performance and adjust strategies for optimal results
-

Experience:

- **Marketing Manager and Owner, BioCycle**
 - Currently employed
 - Oversee all aspects of marketing and business operations, focusing on innovative marketing strategies to boost mushroom sales in both local and international markets.
- **Marketing Manager and Owner, Rehla Marketing freelancing team**
 - Currently employed
 - Manage comprehensive marketing operations and oversee the development and implementation of digital marketing strategies, enhancing the company's market presence and increasing sales volume.
- **Sales Manager, Sahla Marketing**
 - Employed for one year
 - Led the sales team to achieve and exceed sales targets through the development of effective online sales strategies, contributing to the company's growth and profitability.
- **Freelance Online Marketer**
 - Worked for two years
 - Executed successful marketing campaigns for various local and international clients, leading to significant increases in engagement and sales across multiple platforms.
- **Marketing manager and media buyer, [point marketing agency](#)**

Point marketing agency

Remote, Iraq

- Managed and executed digital marketing strategies to enhance brand presence and drive online traffic.

- Conducted market research to identify target audiences and optimize marketing campaigns.
- Developed and implemented effective media buying strategies across various digital platforms.
- Analyzed campaign performance metrics and adjusted strategies to achieve maximum ROI.
- Collaborated with cross-functional teams to align marketing initiatives with business goals.
- Maintained up-to-date knowledge of industry trends and emerging digital marketing tools.

• **Co-Founder and Chief Marketing Officer (CMO) - [Mujib](#) APP (AI)**

- **Led marketing strategies and planning to boost brand awareness.**
- **Developed creative marketing campaigns to attract new clients and retain existing ones.**
- **Managed and analyzed data to spot growth opportunities and improve campaign performance.**
- **Worked closely with the product team to develop new features and enhance the user experience.**
- **Expanded the company's market presence and played a key role in driving significant revenue growth.**

• **Chief Marketing Officer (CMO) at [Heeiz](#) - The First E-commerce Services Platform in Iraq**

- Led comprehensive marketing strategies for "Heeiz," expanding the user base and increasing brand awareness in the Iraqi market.
- Developed and executed successful marketing campaigns across social media platforms.
- Managed the marketing team efficiently to achieve business objectives, focusing on digital marketing, content marketing, and growth strategies.
- Built strategic partnerships with logistics companies and payment service providers to expand the platform's solutions for merchants and entrepreneurs.
- Enhanced user experience by providing data-driven insights to improve marketing processes and increase conversions.
- Implemented **Lead Generation** strategies that optimized the cost per acquisition (CPA) and increased the number of active users

Personal Skills:

- Fast learner and problem solving.
- Ability to learn new technologies.
- Ability to get used to any work environment.
- Strong academic and writing skills.
- Excellent communication skills.
- Awillingness to learn and work hard.
- Selling skills
- Leadership
- Time management

- Self learning

Languages

- Arabic (Native)
- English (Very good)

Personal information:

Date of Birth: 20\11\2004 Nationality:Egyptian.

Military Service: Temporarily Exemption.