

Mohamed Mostafa Salem

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Sales and Marketing Team Manager

Equipped with extensive experience in sales and Marketing management. Employs excellent leadership skills and multi-tasking strengths. Demonstrated ability to improve Department operations, increase top line sales, Service Quality and Time Management.

Experience: -

- **From Oct 2021 till now (Top Target Agency)**
- **Digital Marketer Specialist.**
 - Plan and execute all digital marketing, including, marketing database, email, social media and display advertising campaigns
 - Design, build and maintain our social media presence
 - Closing agreements and contracts
 - Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
 - Identify trends and insights, and optimize spend and performance based on the insights
 - Brainstorm new and creative growth strategies
 - Plan, execute, and measure experiments and conversion tests
 - Collaborate with internal teams to create landing pages and optimize user experience
 - Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
 - Instrument conversion points and optimize user funnels
 - Collaborate with agencies and other vendor partners
 - Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate

Highlights: -

- Results-oriented
- Revenue generation
- Business development
- Effective marketing
- Organizational capacity
- Operability and commitment
- Ability to motivate staff and maintain good relations
- Resistance to stress
- Good manners

Education: -

- **Bachelor of Business Administration** - Ahram Canadian University
Marketing major
- Marketing at AUC
- Digital Marketer

Hobbies: -

- Kick box Player.
- Gamer.
- Reading.

Personal information:

- **BOD:** - 3\7\1995
- **English:** - Excellent up to fluency.
- **Marital Status:** - Single.
- **Nationality:** - Egyptian.
- **Religion:** Muslim.
- **Address:** Dubai – UAE

- **From Aug 2020 till Sep 2021 Roots
(Roots Management Consultants).**

- **SME & Shift Leader for sales Team.**
- **VIP Customer Service support.**
- **Content Moderator on Social Media Platform's.**
- Promoting the company's existing brands and introducing new products to the market.
- Analyzing budgets, preparing annual budget plans, scheduling expenditures, and ensuring that the sales team meets their quotas and goals.
- Researching and developing marketing opportunities and plans, understanding consumer requirements, identifying market trends, and suggesting system improvements to achieve the company's marketing goals.
- Gathering, investigating, and summarizing market data and trends to draft reports.
- Implementing new sales plans and advertising.
- Recruiting, training, scheduling, coaching, and managing marketing and sales teams to meet sales and marketing human resource objectives.
- Maintaining relationships with important clients by making regular visits, understanding their needs, and anticipating new marketing opportunities.

- **From Dec 2019 to July 2020.
(VESTITI-EG Company)**

- **Customer Care & After sale TeamLeader.**
- **Supervisor assistant.**
- **Operation Business Developer.**
- After-sales customer service and communications
- Maintenance, returns and spare items management
- Handling of complaints and warranty cases
- Complaint management
- Upselling activities
- Administration of master data and product evaluations
- Trend analysis

- **From march till Nov 2019.
GTX Company**

- **Telesales TeamLeader In**
- **Sales floor manager for 3 months.**
 - Supervise staff and meetings.
 - Responsible of sales department
 - Performance analysis.
 - Closing agreements and contracts.
 - Train staff to perform allocated roles.
 - Manage inventory.
 - Assist customers with any queries or requests.

- **From June 2014 till Feb 2019 (Vodafone-EG).**

- **Senior Trainer in High Value Dep**

(April 2017 till Feb 2019).

- Coach, develop and performance manage all trainers under their supervision
- Ensure that all performance goals for each class are met for trainers and training classes under their supervision.
- Identify improvements to training curriculum and provide recommendations to QSR and client leadership
- Represent the training organization in meetings and interactions with both Operations and client points of contact
- Work closely with the instructional design team to help build, enhance and update course content based on feedback and expertise.
- Performs needs analysis and creation of training materials, assessments, facilitator guides, and learner guides.
- Ensures and implements company rules/regulations and standard operating procedures
- Supports Management decisions, requirements, and expectations

- **Act as TeamLeader for CC**

(july 2016 till march 2017).

- Create an inspiring team environment with an open communication culture
- Set clear team goals
- Delegate tasks and set deadlines
- Oversee day-to-day operation
- Monitor team performance and report on metrics
- Motivate team members
- Discover training needs and provide coaching
- Listen to team members' feedback and resolve any issues or conflicts
- Recognize high performance and reward accomplishments
- Encourage creativity and risk-taking
- Suggest and organize team building activities

- **Senior Agent and Floor support in**

(Jan 2016 till june 2016).

- Delegate tasks and set deadlines for New agents.
- Be the refrance of thir Questions and help them to deal with system
- Motivate and make them well organized
- Support them in new information or give them the best problem solving

- **NPS Team Support** (April 2015 till Dec 2015).

Increasing customer satisfaction by resolving the client queries ASAP.

- **Customer service Rep in High value**

(May 2014 till March 2015

It was basic stage to can help our customer to find his/her Problem and solve it immediately.

TRAINING COURSES

- Leadership effectiveness for managers course.
- Innovation & Entrepreneurship course from Basics to Open Innovation
- Effective Team Management and Motivational Skills
- Transactional Analysis
- Interpersonal Skills
- Goal Setting
- Negotiation Skills
- Selling Skills
- Vocal and Verbal Communication Time and Stress Management
- Body Language.

Core of Experience

- Extremely communication and organizational skills.
- Highly negotiation and contracting skills.
- Proven skills and a track record of achieving and exceeding goals.
- Track record of success in target achievements.
- Ability to understand the Company's brand, become effective operationally in a short time.
- Proficiency in developing for a large scale strategy.
- Providing motivation, direction and support to my team.
- Managing operation and administrative functions to ensure
- Experience of working in a theatre and managing a public ticketed performance.
- Ensuring excellent customer service and quality delivery
- Strong personality gives the ability to control subordinates
- Ability of developing and managing marketing campaigns.
- Ability to track and report Internet marketing.
- Ability to manage multiple projects.
- Ability to work in a fast-paced environment.
- Able to brief and give feedbacks to designers and copywriters.
- Professional appearance and high professional standard.
- The ability to make presentations and Dealing with Microsoft Office Programs .
- The ability of dealing with meetings.
- Capable of internet marketing.
- Capable of learning new tasks quick