

Abdullah Faried

GENERAL INFO

Full Name: Abdullah El-Sayed Muhammad Faried
Date of Birth: 23rd of June 1988
Nationality: Egypt
Marital Status: Married
Location: Haram, Giza, Egypt



CONTACT INFO

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PROFESSIONAL EXPERIENCE

Nov 2024 to Present
(1 month)

Business Development Manager at AAA American Accreditation Association Virginia Beach, United States

Industry: Consulting Services, Business Services - Other. Company Size: 11-50 employees

Main job responsibilities

- Supervise the business development team to ensure implementation of the plan for Sales, Marketing, Corporate, franchise and after sales services.
- Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Meets marketing and sales financial objectives by forecasting requirements; preparing an annual budget; scheduling expenditures; analyzing variances; and initiating corrective actions.
- Promoting the company's existing services and introducing new services to the market.

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Oct 2022 to Present
(2 years and 2 months)

Digital Marketing Manager at Beauty & Beyond International Cairo, Egypt

Industry: Healthcare and Medical Services. Company Size: 501-1000 employees

Handling all digital platforms

Strategy

Marketing

Digital marketing

Innovation

Initiatives for products

Jan 2019 to Present (5 years and 11 months)	Head of Digital Marketing at Peerless Digital Marketing Cairo, Egypt Industry: Marketing and Advertising. Company Size: 11-50 employees I am handling all digital marketing related topics, setting the strategies, mentor juniors and consultant for external companies
Feb 2022 to Oct 2022 (8 months)	Marketing Manager at Korashi Group Cairo, Egypt Industry: Information Technology Services. Company Size: 11-50 employees Responsible for customer support and marketing team, set all plans for both teams in terms of marketing multiple projects for mobile apps and website developments specialized in health care
Jun 2021 to Jan 2022 (7 months)	E-marketing Manager at Misr2000 for Medical conferences Cairo, Egypt Industry: Public Relations and Communications. Company Size: 11-50 employees I am responsible for all digital marketing plans on all social media, also i was responsible for website and mobile app establishing and marketing. One of my duties was marketing for the conferences and get new deals for other conferences in the medical sector Doing Market research and apply it on the E-marketing in away get benefit for the company Planning and managing the online campaigns on all platforms Managing the digital marketing tem like designers, video graph and moderators
Jan 2021 to Jun 2021 (5 months)	Group Corporate Marketing Manager at Andalusia Group Jeddah, Saudi Arabia Industry: Healthcare and Medical Services. Company Size: More than 1000 employees Develop and implement corporate marketing strategies across multiple business units within the Andalusia group. Lead and manage a team of marketing professionals to ensure effective execution of marketing initiatives. Conduct market research and analysis to identify market trends, customer needs, and competitive positioning. Collaborate with senior management to define the company's overall marketing objectives and align marketing activities with business goals. Plan and oversee the execution of integrated marketing campaigns, including advertising, promotions, and digital marketing initiatives. Monitor and evaluate the performance of marketing campaigns, using metrics and analytics to measure effectiveness and make data-driven decisions. Manage the company's brand identity and ensure consistent messaging and visual representation across all marketing channels. Establish and maintain relationships with key stakeholders, including clients, partners, and industry influencers. Stay updated with industry trends and best practices in marketing, and identify opportunities for innovation and improvement. Collaborate with cross-functional teams, such as sales, product development, and communications, to ensure cohesive marketing efforts and maximize business impact.
Oct 2020 to Jun 2021 (8 months)	Digital Marketing Manager at Zollect New York City, United States Industry: Healthcare and Medical Services. Company Size: 11-50 employees Handling all Digital marketing operation and supervise all results Developing the strategies and setting the plans
Feb 2020 to Jun 2021 (1 year and 4 months)	Call Center Supervisor at IGI Holding Giza, Egypt Industry: Real Estate/Property Management. Company Size: 51-100 employees

- Oct 2013 to Jan 2020
(6 years and 3 months) **Senior Customer Service in (Blended Team) planning and development department at Vodafone**
Cairo, Egypt
Industry: Telecommunications. Company Size: More than 1000 employees
I am a senior agent in Blended team - Blended comes from Blender- so we are universal agents acting and handling all areas inside the company and acting also as team leaders, supervisors and projects managers
We are supporting all the company like customer service, technical support and the other front line ques, also back office ques, some times we are supporting HR and other managerial teams
- Jul 2016 to Aug 2019
(3 years and 1 month) **Business Planning and development at DM Arts (Digital Marketing Arts Academy)**
Cairo, Egypt
Industry: Education, Consulting Services, Management Consulting
Company Size: 11-50 employees
Doing all Marketing plans and strategies, also support the sales team by doing direct and indirect business development
- Aug 2018 to Jun 2019
(10 months) **Digital Marketing Manager at Methods designs**
Cairo, Egypt
Company Size: 11-50 employees
Managing the digital marketing team and developing the marketing plan to be digital friendly and to apply the direct marketing via generating new leads and this via Google Ads and social media management . mobile marking and marketing automation was playing the hero role in this part as they were the developed part in my plan so we did the equation of the lowest cost and the highest qualified lead via direct targeting
also i played a role in setting the customer segmentation so we can do specific plan based on marketing research and clear vision
- Nov 2018 to Mar 2019
(4 months) **Digital Marketing Manager at W2 Group**
Cairo, Egypt
Industry: Management Consulting. Company Size: 11-50 employees
Handling all offline and online digital marketing and enhance the clients ROI and settled my team KPIs
- Jul 2017 to Mar 2019
(1 year and 8 months) **UAT Specialist at Vodafone**
Giza, Egypt
Industry: Telecommunications. Company Size: More than 1000 employees
- Jan 2013 to Oct 2013
(9 months) **Collection supervisor at Surgitech - Shaarani Group**
Giza, Egypt
Industry: Medical Devices and Supplies. Company Size: 51-100 employees
I was responsible about all the capitals movements also about the collection of our sales and customers
Also I was handling the tenders and also setting its budget.
i was managing almost team from 10 runners collecting our payments from the hospitals and privet clinics, also i was responsible about setting there targets
- Dec 2009 to Oct 2012
(2 years and 10 months) **Senior Agent in Customer care at Vodafone**
Egypt
Industry: Telecommunications. Company Size: More than 1000 employees
Handling Customers' requests and complaint and also lead teams and giving different training in more than one field like Business English and Customer support

EDUCATION

- 2018 - 2018 **College Diploma in Digital marketing**
DM Arts Academy, Egypt
Overall Grade: Excellent
Studied Subjects: Google Ad words Online advertising and content Strategic media planning Social Media and PR Search engine optimization Marketing automaton and lead generation Mobile marketing
- 2005 - 2009 **Bachelor of Arts in Linguistics**
South Valley University (SVU), Egypt
Overall Grade: Very Good
Studied Subjects: All what belong language studying
NA
- 2005 **Thanaweya Amma**
Armant Secondary School for Boys, Egypt
Overall Grade: Excellent

ACHIEVEMENTS

Graduated from Faculty of Arts, English Department TOT certified Blue print (Meta) certified Google certified Certified lecturer from Notting Hill College - England Innovator for E-wallet through telecommunication operator (Vodafone cash) 5000+ credited hours for digital marketing training.

CERTIFICATES AND TRAININGS

- Oct 2012 **Social Entrepreneurship Skills**
- Jan 2010 **TOEFL** (Score: 550 out of NA)
- Jul 2009 **TOT**
- Jul 2009 **TOT** at South valley university
Training of trainer
- Jun 2009 **pathways to Higher Education (Behavioral Branch)**
- Jun 2009 **pathways to Higher Education (Behavioral Branch)** at South Valley University
- Jan 2009 **Pathways to Higher Education (Managerial Branch)**
- Jan 2009 **Pathways to Higher Education (Managerial Branch)** at South Valley University
- Jun 2008 **Pathways to Higher Education (Knowledge Branch)**
- Jun 2008 **SOLIYA Connecting Alumni program**
and up till now as i have experience for 5 years
- Jun 2008 **Pathways to Higher Education (Knowledge Branch)** at South Valley University
- May 2008 **Business pioneer**
- May 2008 **Business pioneer** at South Valley University
How to create start up business and grantee the continuity
- Jun 2007 **Basics Of translation**
- Apr 2007 **Experienced lecturer and trainer for English Language**
- Mar 2007 **Aids training course**

Nov 2005 **Conversational English** (Score: 75 out of 100)
NA

LANGUAGES

- Arabic and English: Fluent.

SKILLS

- Advanced in Online Marketing, SEM, Digital Marketing, Leadership Management, Communication, E-Commerce, Business Development, Social Media, Marketing Automation, Search Engine Optimization, Mobile Marketing, Strategic Planning and Google Ad Words specialist .
- Intermediate in SEO.