



## ABOUT ME



**A Growth Marketing Manager and Business Growth Expert.** I started working when I was 15 years old, with a vision & self-made. With more than 10 years of hands-on experience, including +5 years in managerial, Business Owner & consultant roles. 11 years of practical experience in the real estate sector with demonstrated records of achievements and other diverse multiple sectors ( NPO/ International & Multinational /FMCG / corporations / Start-ups & small business /E-Commerce / Fashion/ Interior design ) rises through Strategic, Practicality with implementation, executing projects as a projects manager & marketing consultant, Growth Business Advisor to provide & create solutions to help increase the efficiency of



- ▶ production to reach and achieve the required growth. Passionate about my work, with leadership and teamwork skills, I'm always acquiring knowledge and
- ▶ passing it on to my team. Willing to roll up my sleeves to get the job done. Eager to learn and gain more experience for growth to reach a vision. Strategically
- ▶ with hands-on experience executing strategic planning: Budgeting, Growth Marketing plans, actions plans /milestones and other . Technical Implementation in Branding offline, online marketing, 360° Digital Marketing,, management,
- ▶ Growth Solutions, ATL & BTL, Media & PR, Integrated campaigns, Events planning, Brand Ambassador .

**Omar ElNaggar**

**Director of Marketing**

**Brand Growth Expert**

**CONTACTS**

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## **References**

- **LinkedIn profile:** <https://www.linkedin.com/in/omar-elnaggar->
- **Facebook business profile:** <https://www.facebook.com/Omar.H.Elnaggar>
- **Facebook business page:** <https://www.facebook.com/OmarElnaggarPage>

## **LANGUAGES**

ARABIC



ENGLISH



**The Matrix Consultancy:**

**www.marketingmatrixconsultancy.com**



## **CERTIFICATIONS & TRAININGS**

- ▶ ■ Business Developments ( PMI )
  - ▶ ■ Startigc Planning ( PMI )
- ▶ ■ Project Marketing Manager ( PMI )
- ▶ ■ Coaching skills for Leaders & Managers (PMI)
  - ▶ ■ Excutive Influncer (PMI)
- ▶ ■ Marketing Enturpreneur (LINKEDIN)
  - ▶ ■ Writing marketing plan (LINKEDIN)
  - ▶ ■ Marketing skills certification (CICCE)
- ▶ ■ GDN Google Display Network ( Google )
  - ▶ ■ Campaign performance (META)
  - ▶ ■ Business manager (META)
- ▶ ■ B2B Marketing on Linkedin (LINKEDIN)
  - ▶ ■ Advertising on YouTube (LINKEDIN)
  - ▶ ■ Brand safety ( META)
  - ▶ ■ Event coordinator (MESE)
  - ▶ ■ Problem sdving (CICCE)
  - ▶ ■ Customer services (CICCE)
  - ▶ ■ English Proficiency (ICEAP)

# Educations Qualifications

- 2023 - ( MBA ) Candidate at **University of East London**
- 2023 - ( PME ) from **Project Management Institute**
- 2019- ( BBA ) Bachelor of Business Administration from **Cape Breton University** Major: General Business
- 2018 - ( BBA ) Bachelor of Business Administration from **CIC - Candian International College** - Dual Major: General & Marketing

## PROFESSIONAL EXPERIENCE

|                               |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
|-------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <u>Feb 2019 - Consultant</u>  | <b><u>Founder&amp; Owner of The Matrix Consultancy &amp; Growth Consultant</u></b><br><b>Growth Projects Consultation Jan 23 to Dec 2024:Channel Location, Centre Point, Retal &amp; Retal Resorts, Yasser Abdallah , United URD , RIO &amp; Prime, Emaar Almostakbal Developments and other</b><br>Industry:Marketing and Consulting, Agency , Business Services, Consulting services, Coaching services ,Branding, Public Relations, Digital Marketing, Brand Representative, OOH, |
| <u>Sep 2024 - Mar 2025</u>    | <b><u>Growth Marketing Manager at Prime Developments</u></b><br>Cairo, Egypt Industry: Real Estate/Property Management. Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representativ                                                                                                                                                                                                                                                                |
| <u>Mar 2024 - Dec 2024</u>    | <b><u>Marketing &amp; PR Director at NCB Group &amp; Subsidiaries</u></b><br>Cairo, Egypt Industry: Real Estate/Property Management. Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative                                                                                                                                                                                                                                                  |
| <u>Jul 2022 to Dec 2023</u>   | <b><u>Group Marketing Manager at Deyar Misr Properties &amp; 5 Subsidiaries</u></b><br>Cairo, Egypt. Industry: Real Estat, Property Management, Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative & OOH. Company Size:                                                                                                                                                                                                                  |
| <u>April 2021 to Aug 2022</u> | <b><u>Marketing &amp; PR Manager at Empire State Developments.</u></b><br>Cairo, Egypt. Industry: Real Estate/Property Management. Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative & OOH. Company Size: 51-100 employees                                                                                                                                                                                                              |
| <u>Mar 2020 to Jul 2021</u>   | <b><u>Branch Marketing Manager at Mardev Developments</u></b><br>Cairo, Egypt. Industry: Real Estate/Management, Digital Marketing, Branding ana Advertising Property Management. Company Size: 51-100 employees                                                                                                                                                                                                                                                                     |
| <u>Feb 2019 - Jul 2020</u>    | <b><u>Marketing Supervisor &amp; at The Palace Investments</u></b><br>Cairo, Egypt. Industry: Real Estate/Management, Digital Marketing, Branding ana Advertising Property Management. Company Size: 51-100 employees                                                                                                                                                                                                                                                                |
| <u>Feb 2017 to Sep 2020</u>   | <b><u>Founder Of Small &amp; E-commerce Businesses at OH MY COOKIES!</u></b><br>Cairo,Egypt. Industry: F&B/E-Commerce Business ownership, Management, Digital Marketing, Branding ana Advertising, small                                                                                                                                                                                                                                                                             |
| <u>Mar 2016 - Feb 2019</u>    | <b><u>Senior Marketing Executive( Act as Team leader) at AB Home</u></b><br>Industry: Real Estate/ Management. Sales, Communications, Marketing, Brokerage, Skills ,Customer relations & CRM. Company Size: 10-50 employees                                                                                                                                                                                                                                                          |
| <u>Jan 2014 - Sep 2016</u>    | <b><u>Sales &amp; Marketing Executive at بناء للتنمية العمرانية</u></b>                                                                                                                                                                                                                                                                                                                                                                                                              |



## SKILLS

|                              |           |                                        |           |
|------------------------------|-----------|----------------------------------------|-----------|
| STRATEGIC PLANNING           | ● ● ● ● ● | SALES SKILLS                           | ● ● ● ● ● |
| MARKETING MANGMENT           | ● ● ● ● ● | Problem Solving                        | ● ● ● ● ● |
| MANAGEMENT SKILLS            | ● ● ● ● ● | LEADERSHIP / TEAM PLAYER               | ● ● ● ● ● |
| ONLINE AND OFFLINE MARKETING | ● ● ● ● ● | PUBLIC RELATIONS / BUILDING CONNECTION | ● ● ● ● ● |
| PRODUCT LAUNCHING            | ● ● ● ● ● | BUSINESS GROWTH                        | ● ● ● ● ● |
| Marketing Project Management | ● ● ● ● ● | CAMPAIGNS PERFORMANCE MANAGEMENT       | ● ● ● ● ● |
| MARKET RESEARCH AND ANALYSIS | ● ● ● ● ● | CAMPAIGNS EXECUTION                    | ● ● ● ● ● |
| EVENTS MANAGMENT             | ● ● ● ● ● | 360° DIGITAL MARKETING                 | ● ● ● ● ● |
| SOCIAL MEDIA EXPERIENCE      | ● ● ● ● ● | Negotiation skills                     | ● ● ● ● ● |
| COMMUNICATION SKILLS         | ● ● ● ● ● | MULTIPLE TASKS ABILITIES               | ● ● ● ● ● |
| CUSTOMER SERVICE             | ● ● ● ● ● | SELF MOTIVATED / SELF DEVELOPMENT      | ● ● ● ● ● |
| FLEXIBLE & ADAPTABLE         | ● ● ● ● ● | PROFESSIONAL COMPASSION                | ● ● ● ● ● |
| EXHIBITIONS MANAGEMENT       | ● ● ● ● ● | GOOD LISTENING SKILLS                  | ● ● ● ● ● |



## WORK HISTORY

Sep 2024 - Currently

### - -> Growth Marketing Manager @ Prime Developments & Subsidiaries

- Responsible for all the marketing department & it's sectors for Prime & Subsidiaries companies
- Creating all Strategic plans, CSA, Action plans and budgeting to achieve the required ROI & ROB
- Leading the in-house team and agencies to implement our marketing strategy by working closely with managers, creatives, content providers, and distribution partners to create effective plans focused on growing the audience for our products and services
  - Spearhead the execution of marketing campaigns, including test and control group segmentation, testing, tracking, results reporting, analyses, and recommendations
  - Manage conception, development, and implementation of marketing plans and strategy, product concepts, and promotional programs to drive customer interest and sales
  - Conduct meetings regularly with managers to review pipelines, resolve challenges, and brainstorm possible solutions, and provide training to ensure the team is consistently performing above standard.
  - Attend conventions, conferences, and trade shows, preparing engaging displays and collateral as needed, and provide post-event reports and analysis
  - Strategic planning ' Marketing plan - budgueting & ROI, new business growth ideas and actions plans' & Practical implementation for the marketing department according to the top management vision
  - Evaluating and optimizing marketing and pricing strategies and planning the marketing overall plan (budgeting/monitoring/enhancing / ROI)
  - Developing a strategic marketing plans with the marketing team members in-house with 360°methods for Digital & Offline Marketing , ATL & BTL
  - Oversee and approve marketing material, from website banners to hard copy brochures and case studies
  - Planning and organizing exhibitions, events & PR activities
  - Preparing and presenting quarterly and annual reports to senior management
  - Generating new business leads by increasing brand awareness and market share
  - Coordinating with sales ,Fininance ,HR, and all functional departments



## WORK HISTORY

### --> Owner & Founder of The Matrix Consultancy

**Feb 2019 - Consultant**

- Planning, suggestions, and executing the plan that we negotiate and approved to deliver the expected results and offers solutions for achieving growth:
- Create Startigic plans for growth, develop and build CI, company profile, brand exposure for startups & small business
- Creating startigc actions plans, marketing plans, budgeting, forecasting, and milestones.
- Delivered effective and innovative digital, offline campaigns to increase direct sales , branding and brand engagement
- Developed marketing content such as blogs, promotional materials, for advertisements, social media and organic website traffic

#### **Real Estate Developers Accounts**

- Rio Developments
- United Real Estate Developments
- Centre Point Developments
- Channel Location Developments
- Location Developments

#### **Brokerage Accounts**

- Property Map Inv
- BIC.
- Alboroj
- K Holding
- AB Home

#### **Food & Beverage**

- ElSayad Bakeries
- Elsayad Pizzerias
- Pane Bakeries • Gehad Bakeries
- Marasi Cafe & Restaurants

#### **Different Industries Accounts:**

- El KARMA HOSPITAL NEW CAIRO
- DR. Gergis Lawendy Beauty Clinics
- Retal Veiw Resorts & Hotels (Hospitality)
- Canadian Education Council
- VOYGAR Co. Germany.
- Empire Desgin & Furniture
- MTC for trading & construction
- Novo Care pharmaceutical Factory

#### **Personal & Public Figures Branding**

- Mr. Ishak Anwar ( Personal Branding & Podcast)
- Dr Gergis Lawendy ( Personal Branding & Podcast)
- Eng. Yasser Abdallah
- Prof. Sally ElAkkad (Personal Branding, Book Publishing, GCC Speaker)
- Eng. Moustafa Mohsen ( Personal Branding)
- Eng. Mahmoud El - Sarrag

## **Reference links:**

**Linkedin profile:**

<https://www.linkedin.com/in/omar-elnaggar->

**Facebook business profile:**

<https://www.facebook.com/Omar.H.Elnaggar>

**Facebook business page**

<https://www.facebook.com/OmarElnaggarPage>

**Portfolio Drive Link:**

<https://drive.google.com/drive/folders/19Nh0oLRoBIDpyQm29iODdAxRQLvPvnDV>

**other references upon request**