



Omar Elnaggar

Marketing Director

Brand Growth Expert

Contact Info

5th Settlement, New Cairo

☎ **010 1360 9890**

omar.h.elnaggar@gmail.com

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

ABOUT ME



A Growth Marketing Director 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) ries 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 .**



CERTIFICATIONS & TRANNINGS

- ▶ ■ **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

- 2024 - (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

Feb 2019 - Consultant

Founder & MD of Marketing Matrix Consultancy

Projects from 2024 to 2025: **Al Basiony Developments Euphoria Group, Ontario Developments, Emaar Almostakbal , United Developments, Yasser Abdallah Group**

Sep 2024 - Mar 2025

Growth Marketing Manager at Prime Developments

Cairo, Egypt Industry: Real Estate/Property Management. Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative

Feb 2024 - April 2025

Marketing & PR Director at NCB Group & Subsidiaries

Cairo, Egypt Industry: Real Estate/Property Management. Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative

Jul 2022 to Dec 2023

Group Marketing Manager at Deyar Misr Properties & 5 Subsidiaries

Cairo, Egypt. Industry: Real Estat, Property Management, Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative & OOH. Company Size:

April 2021 to Aug 2022

Marketing & PR Manager at Empire State Developments.

Cairo, Egypt. Industry: Real Estate/Property Management. Marketing and Branding, Public Relations, Digital Marketing, Advertising, Brand representative & OOH. Company Size: 51-100 employees

Mar 2020 to Jul 2021

Branch Marketing Manager at Mardev Developments

Cairo, Egypt. Industry: Real Estate/Management, Digital Marketing, Branding ana Advertising Property Management. Company Size: 51-100 employees

Feb 2019 - Jul 2020

Marketing Supervisor & at The Palace Investments

Cairo, Egypt. Industry: Real Estate/Management, Digital Marketing, Branding ana Advertising Property Management. Company Size: 51-100 employees

Feb 2017 to Sep 2020

Founder Of Small & E-commerce Businesses at OH MY COOKIES!

Cairo,Egypt. Industry: F&B/E-Commerce Business ownership, Management, Digital Marketing, Branding ana Advertising, small

Mar 2016 - Feb 2019

Senior Marketing Executive(Act as Team leader) at AB Home

Industry: Real Estate/ Management. Sales, Communications, Marketing, Brokerage, Skills ,Customer relations & CRM. Company Size: 10-50 employees

Jan 2014 - Sep 2016

Sales & Marketing Executive at بناء للتنمية العمرانية



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 - Consultant

- -> 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