

BAKINAM SHERIF

Senior Strategist

+31659382143

@ bakinam.sherif@gmail.com

<https://www.linkedin.com/in/bakinamsherif/> www.bakinamsherif.com

Rotterdam, Netherlands

SUMMARY

Senior Strategist and Social Media consultant with 9 years of global experience with brands such as Heineken, Polestar, Louis Vuitton, Levi's and Under Armour.

Strong focus on content planning, social media strategy and with management experience.

I do not require any visa sponsorship and I have an EU work permit.

EXPERIENCE

Senior Brand Strategist

Code D' Azur

05/2023 - Present Amsterdam, Netherlands

Led the creation and creative execution of the social media strategy for Polestar USA, focusing on organic content.

Led cross-disciplinary teams through the ideation and execution phases for Heineken's first B2B brand - eazle, and it's launch across the globe.

Developed comprehensive communication strategies aligned with the client's business objectives for Polestar local markets. (NL, USA & UK).

Conducted an in-depth analysis and revision of existing CRM flows for Under Armour (EU) implementing innovative approaches to customer engagement and retention.

Initiated and developed a 'test and learn' methodology within the agency, designed to capitalize on insights gained from active campaigns and algorithms.

Brand Marketing Director EMEA & USA

Freelancer

09/2021 - 04/2023 Amsterdam, Netherlands

Worked on multiple long term projects in NL, USA and Saudi Arabia

Marketing Director / Seek Discomfort (Los Angeles, USA):

- Oversaw the e-commerce business, steering brand direction, community engagement, partnerships, and marketing.
- Conceptualized and launched the 'Seek Love' collection in collaboration with Artist Ruben Rojas.
- Closed the financial 2023 year with USD 3 MN in sales.

Brand Director / We Are Eves (Amsterdam, Netherlands):

- Crafted and executed the content strategy, focusing on growing the community both in-app and on social media.
- Designed customer journey maps to ensure a consistent and cohesive brand experience across all touchpoints.

Social Media Strategy Consultant / NEOM (Saudi Arabia):

- Assisted in the planning and execution of both paid and organic social campaigns, notably for the OXAGON and TROJENA campaigns, valued at over USD 500 million.
- Spearheaded the Mercedes EQ X NEOM brand partnership campaign, achieving an organic engagement rate of 6.5%.

LANGUAGES

English

Native



Arabic

Native



SKILLS

Strategic Thinking

Project Management

Content Marketing

Data Analysis

Leadership and Team Management

Campaign Planning and Execution

Business development

Brand Strategy

Paid Social

CERTIFICATION

Strategy & Planning Course

Miami Ad School

EDUCATION

Bachelor in Communication

Cairo University

01/2010 - 01/2019 Cairo, Egypt

1-Year Certificate

DePauw University

01/2013 - 01/2014 Indianapolis, USA

EXPERIENCE

Social Media Director

AKQA

📅 09/2018 - 08/2021 📍 Dubai

Notable Client Portfolio: Successfully managed high-profile clients including Louis Vuitton, YSL, Toyota UAE, Krispy Kreme, and Budweiser.

Significantly grew Louis Vuitton's Instagram followers from 10 million to 14 million through a tailored social media strategy, leveraging data and performance analytics to maximize engagement.

Effectively managed and expanded the social media team from 4 to 12 members within two years. Oversaw content creation, planning, brand activation, and community management, demonstrating strong leadership and team-building skills.

Developed and executed digital-first strategies that successfully acquired new business, generating sales of USD 1.5M over two years.

Led the launch of Levi's 'Shape My World' campaign in the Middle East, featuring Saudi influencer Hatoon Kadi. This campaign achieved over 2 million views and significantly boosted audience engagement.

Played a pivotal role as a global resource, collaborating with EMEA offices to launch international projects. Notably contributed to the successful launch of a Kimberly Clark campaign in Saudi Arabia for the Kotex brand, enhancing brand affinity in the region.

Digital Marketing Manager

Sofitel Dubai Downtown Hotel

📅 11/2017 - 08/2018 📍 Dubai

Elevated the hotel's social media presence by designing and maintaining dynamic platforms, achieving a 2.38% increase in Instagram engagement. Developed and implemented creative growth strategies to bolster the hotel's sales objectives.

Digital Creative Strategist

Bee Media Agency Group

📅 08/2014 - 10/2018 📍 Cairo, Egypt

Strategized and launched creative campaigns for Telecom company Etisalat like 'EL BREAK' which resulted in 30 million organic reach on YouTube for Ramadan campaign.

Managed social media channels for Loacker Wafer and grew their Facebook following.