

# FETOUH EL-SHREIF

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## Personal Information

Date of Birth: 10/09/85

Marital Status: Single

Military Status: Exempted

## Areas Of Excellence

### Strategic Marketing & Brand Leadership:

- Trade & Retail Marketing
- Strategic Brand Leadership
- 360° Marketing Campaigns
- Strategic Marketing Leadership
- Brand Development & Positioning
- Full-Funnel Marketing Strategy & Planning
- Go-to-Market (GTM) Strategy & Execution
- Competitive Analysis & Market Intelligence
- Corporate & Product Messaging Architecture

### Revenue Growth & Performance Marketing:

- Data-Driven Growth Marketing
- Digital & Performance Marketing
- Data-Driven Demand & Lead Generation
- Marketing P&L and Budget Management
- ROI Analysis & Marketing Attribution Modeling
- Multi-Channel Campaign (Digital & Offline)
- (CLV) Optimization

### Team & Operational Excellence:

- Data-Driven Decision Making
- Marketing Tech & Automation
- Stakeholder Communication
- Building High-Performance Marketing Teams

## ACADEMIC QUALIFICATIONS

**2011- 2012**

Professional Studies of MBA

"Marketing Major"

AMERICAN INSTITUTE OF

PROFESSIONAL STUDIES

Arizona, U.S

**2002-2008**

B.S. in Information System Management

ISM Department

Thebes Academy

Cairo, Egypt

## Summary of Qualifications

A visionary Marketing Director with over 20 years of cross-sector expertise in scaling brands and driving full-funnel revenue growth. Proven track record in orchestrating multi-million dollar budgets and high-impact Go-To-Market strategies. I excel at bridging the gap between creative innovation and data-driven insights to influence C-suite decisions and deliver sustainable market leadership.

## Professional Experience

### Group Marketing Manager Zain Group Iraq (On Contract)

Jan 2025-Present  
Baghdad, Iraq

Dynamic group marketing manager specializing in the Food and Beverage (F&B) sector, leading multi-brand strategies across regional markets. I orchestrate 360° marketing functions, from brand positioning and New Product development (NPD) to GTM execution and omnichannel growth. An expert in aligning brand equity with commercial goals, I leverage market insights and data-driven performance to drive ROI, manage complex stakeholder ecosystems, and deliver measurable market impact.

- Strengthened brand equity, increased retail visibility, and contributed to consistent sales growth across key product categories.
- Conducted market analysis and competitor benchmarking to identify growth opportunities and adjust strategy.
- Managed communication with internal and external stakeholders for brand alignment.
- Oversaw agency partnerships, creative briefs, and media planning.
- Coordinated seasonal promotions and retail activations to drive customer engagement.
- Led, mentored, and developed a high-performing marketing team to execute brand strategies effectively and drive results.

### Marketing Director VOW Home Appliances

Aug 2023 -Aug 2024  
Cairo, Egypt

As Marketing Director at VOW, I lead the full strategic and operational marketing scope, driving the successful launch and market penetration of global brands including Tesla, Carrera, Braun, and BaByliss in Egypt and the region.

- Strengthened brand equity, increased retail visibility, and contributed to consistent sales growth across key product categories.
- Aligned all marketing initiatives with sales objectives to ensure cohesive Go-to-Market execution and maximize commercial impact.
- Oversaw marketing budgets and monitored campaign KPIs to ensure high ROI and cost-effective execution.
- Conducted market analysis and competitor benchmarking to identify growth opportunities and adjust strategy.

### Senior Marketing Manager Alarabia Group – Home Appliances

Sep 2022 –Jul 2023  
Cairo, Egypt

- Spearheaded comprehensive marketing strategy for a 4-brand portfolio (ATLANTIC, LEVON, ROYAL GAS, SIMFER).
- Developed long-term strategic roadmaps for each brand, focusing on sustainable growth and competitive differentiation.
- Articulated marketing performance, strategy, and forecasts to key stakeholders, including executive leadership and sales teams.
- Collaborated closely with internal stakeholders—sales, trade, and product teams—to align marketing with business goals.
- Developed and implemented 360° brand strategies covering ATL, BTL, creative, trade, and digital channels.

## Professional Development Dale Carnegie

- TOT
- The Performance Coaching Process
- Organizational Behavior
- Face To Face Management

## Professional Certificates

International Business Training  
Association &Intellect

- Business Management
- Office Management

## Microsoft

- MCP: Microsoft Certified Professional
- MCAS: Microsoft® Certified Application Specialist

## Professional Reward

- Recipient of Top Employee Award in 2016 and 2017 for top achievements, enthusiasm and commitments at WEPR.
- Recipient of Top Employee Award in 2011 and 2012 at SUMMIT for Training and Business Solutions.

## MEMBERSHIP

- AIESEC FULBRIGHT
- MCT:MICROSOFT
- CERTIFIED TRAINER
- UNITED NATIONS
- UNICEF

## Interests

- Writing Daily diaries, in order to evaluate my actions, behaviour with others "behavioral therapy"
- Listening to radio and classic music and relax recorders.

## Global Activities

PrestaShop Ambassador  
Being part of a network of trusted Community Members who have volunteered to be PrestaShop voice in my region. initiate activities that drive local awareness and educate community about ecommerce.

## Senior Marketing Manager(Head of Accounts) STEP Middle EastforDigitalandMarketingInnovations

Jun 2019–Sep 2022  
Cairo, Egypt

- Launched and led startup operations, identifying market gaps and developing tailored marketing solutions across F&B, healthcare, hospitality, NGOs, FMCGs, and cosmetics.
- Drove strategic brand positioning and awareness through integrated marketing.
- Aligned campaigns with consumer insights and market trends through close collaboration with research teams. Engineered acquisition strategies, reducing CPA by 53% while sustaining lead volume.
- Managed Google Ads, analytics, and content calendars, achieving 35% lead growth and 63% revenue uplift.
- Optimized campaign performance through continuous data monitoring and analysis.
- Maintained a forward-looking marketing approach by leveraging tools and market trends.

## Marketing &Communications Manager WEPR Co, Surveillance And Security Systems

Sep 2016 – Jun2019  
Dammam, KSA

- Led marketing and communications with a \$5M budget across 5 key channels.
- Directed corporate branding, media relations, product launches, and trade marketing.
- Launched full rebranding initiative with new positioning, messaging, and visual identity.
- Implemented CRM portal, streamlining access to sales/marketing assets.
- Boosted conference leads by 200% through targeted campaign strategy.
- Developed co-branding partnerships with global brands to enhance product visibility.
- Oversaw advertising production, print/digital collateral, and trade show activations.

## Senior Marketing & Communications Team leader Etisalat UAE

Mar 2014 – Jun 2016  
Dubai, UAE

- Spearheaded marketing functions across communications, branding, lead generation, and strategic planning.
- Led system integration, unifying marketing automation, CRM, e-commerce, and analytics into one streamlined platform.
- Established an in-house creative services unit, significantly reducing annual agency costs.
- Directed the redesign of all internal and external marketing assets, including brand logos, banners, and print collateral.
- Enhanced website performance through SEO improvements, content updates, interactive design, and sitemap optimization. Developed and executed digital and social media strategies, creating content for both online and offline campaigns across key platforms.

## Senior Marketing Communications Specialist SUMMIT for Training and Business Solutions

Apr 2011– Jan 2014  
Cairo, Egypt

- Led the integration of sales and marketing to establish best practices that improved customer response times three-fold.
- Improved customer experience through managing social media platforms to establish effective response times and convert leads to sales.
- Initiated online video and social media strategy to capture stories and subjects, creating an effectiveness and managed executive blog comments.

## Senior Sponsorship and Marketing Specialist Future Generation Foundation (FGF)

Aug 2008 – Feb 2011  
Cairo, Egypt

- Identify and cultivate sponsorship leads for the FGF's events and NGO programs through lead generation, proposal and presentations preparation.
- Generated more than \$1 M in scholarship sponsorship revenue from 2009 to 2010.
- Responsible for managing the overall sponsorship program, soliciting all sponsorship deals, and maximising sponsorship revenue.

More Reference is available upon request Thanks and best regards,

*Fetouh El-Shreif*