

Maher El Sayed



5 years experience in Mobile Apps Marketing specializing in Mobile Games. 12 years total work experience in multinational companies and living between Beirut, Dubai, Madrid, Barcelona, and Málaga. Trilingual (Spanish, English and Arabic) with rich multicultural exposure. The strong Engineering Background along with the versatile personality helped me acquire great analytical skills and global mindset.

Languages: Trilingual (Spanish, English and Arabic) with very good knowledge of French

Qualifications: Highly oriented to results, motivated, fast learner, leadership, and out-of-the-box thinking.

Skills: Influencer Marketing, Social Media, Photoshop, Office, User Acquisition Tools (Facebook, Adwords...)

Education

2008-2009	Masters in Business Administration	Universidad Carlos III de Madrid
2000-2004	Bachelor in Civil Engineering	American University of Beirut

Work Experience

Apr. 2016 – Current **Hobify – www.hobify.es**
Co-founder and Manager

- Successfully launched the new App Hobify from scratch
- Won the grant of best startups from [Kafalat](#)
- Created and supervised the production, editing, and voice over of the [promo ad](#)
- Performed mobile acquisition campaigns and reached #16 Top Free Apps and #1 Top Lifestyles App

Dec. 2018 – Current **Virtually Live – www.virtuallylive.com**
User Acquisition Manager

- User acquisition campaigns for the official Formula E game

Jan. 2018 – Current **Tarneeb Masters – www.yallaplay.com**
User Acquisition Manager

- User acquisition campaigns for the Tarneeb Masters Game
- Performed influencer marketing campaigns

Nov. 2012 – April 2016 **Gameloft – www.gameloft.com**
Senior Marketing Manager – Spain & Middle East

- User Acquisition Campaigns
 - UA Campaigns on major Ad Networks (Facebook, AdColony, Vungle, Chartboost, Admob)
 - UA Campaigns with major Youtubers and influencers
 - Preparation of marketing expenses, ROI forecast reports and media spending reports
 - Preparation of pitch documents
- Cross marketing actions and events organisation with licensors (Disney, Marvel, Fox, Mattel, Sony Pictures and Universal Studios)
- Collaborated on the successful launch of 22 games in Arabic in around a year time
- Localised the marketing related materials (videos, App Stores, Social Media) and adapted them to the Middle Eastern and Spanish markets

**June 2010 – Nov. 2012 Family Business – www.cando-contractors.com/
Project Manager**

- Project management and cost control
- Public relations and intermediary between companies in Spain and Middle East
- Managed the administrative and financial tasks

**Oct. 2009 – June 2010 Consultrans - <http://www.consultrans.es/>
Transport Consultant**

- Held interviews with the transport operators in Algeria
- Prepared monthly progress reports
- Supervised the traffic counts in Algiers, Oran, Setif, and Constantine
- Performed on-ground training for the four groups in each city

**May 2007 – Oct 2009 SETS - <http://www.setsintl.net/>
Transport Planner**

- Prepared the traffic model using Emme/3 and ArcGIS
- Provided simulation of the necessary signalized intersections using Synchro and Sidra
- Prepared a traffic impact assessment report

**Oct. 2004 – May 2007 Khatib & Alami - <http://www.khatibalami.com/home.htm>
Transport Engineer**

- Prepared traffic impact studies
- Designed the road network of various projects in UAE and Saudi Arabia