



AHMED HESHAM

MARKETING & STRATEGY PROFESSIONAL

A strategy & marketing professional with a clear passion for managing teams to achieve business goals and establish successful memorable brands.

EXPERTISE

Management Skills
Strategic Thinking
Creative Thinking
Critical Thinking
Leadership

LANGUAGE

Arabic (Mother Tongue)
English (Professional)

TOP 5 GALLOP STRENGTHS

Ideation
Strategic thinking
Maximizer
Context
Competition

CONTACT

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Yasmin, 1st Settlement - New
Cairo - Egypt

EDUCATION

2007-2011 **German University in Cairo**
Bachelor in Marketing & Strategic Management
- Degree excellence with highest honors

1999-2007 **AIS - Jeddah**
IGCSE

WORK EXPERIENCE

Jan 2023 - Present **TribeX Digital Account Director**

Jul 2021 - Nov 2022 **Marketing Business Consultant at EgyGab real estate Development, Cairo**
Formulated the brand and marketing strategy on both a corporate and project level, while closely overlooking the execution of the strategy internally and establishing strategic partnerships with outsourced entities capable of bringing the documented strategy to life. The project was a great success in all aspects of the business.

Aug 2019 - Oct 2022 **CEO & Founder at TheHaus real estate Advisory firm, Cairo**
Established a small real estate advisory firm, working with a diverse portfolio of clients looking into buying/investing in the real estate market across the country.

Jun 2015 - Aug 2019 **Head of Marketing, CRM & Business Development at PACT Real Estate Development, Cairo**
Responsible for working on yearly communication strategies and implementations, while managing the agencies accountable for executing the creative, PR and event aspects of the plans. In addition to working on strategically partnering with brands that would strengthen our proposition. Last but not least, managing a team of CRM Personal, responsible for maintaining a healthy after-sales relationship with our client base.

Jul 2012- Jun 2015 **Job rotation program across the commercial dept. at Etisalat Misr, CAIRO**

Jan 2012 - Jul 2012 **Business Development at Cloudupeia Google Partner, Cairo**