

Mariam Bassiouny

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Summary

Marketing manager with over 8 years of experience, in online marketing and offline, problem solving and time management skills proven problem solver with extensive networking and agile learning skills, educated to bachelor degree level with a proactive development with strong interpersonal, teamwork, and leadership skills.

Education

Misr University for Science

Bachelor of Mass Communication - English Department

Cairo, Egypt

GPA 3.26

Work Experience

Angulo Productions

Marketing Manager/Business Developer

Cairo, Egypt

Sep 2018 - Current

- Identify and research potential clients and maintain client relationships.
- Coordinate with sales teams to develop mutually beneficial proposals.
- Negotiate contract terms with clients and communicate with stakeholders.
- Monitor project teams to ensure contracts are executed as agreed.
- Gather useful information from customer and competitor data. B2B marketing.
- brand management/ project campaigns management
- cop writing / social media and mobile marketing
- Data visualization and pattern finding through critical thinking.
- Paid social media advertisements.
- Managing the organization's public relations (PR) team and overseeing all their activities.
- Developing and implementing publicity strategies for the company's products and services, including a crisis management strategy.
- Developing and implementing organizational publicity strategies for company events.
- Creating and managing a PR plan, including budgets, timelines, etc.
- Analyzing all media coverage of the organization and drafting appropriate responses.
- Working with the social media team to create a content calendar.
- Organizing promotional events such as press tours and conferences.
- Representing the organization at press conferences, interviews, etc.

Cold Stone Cremery

Freelancer Marketing and PR Manager

USA

Aug 2021 - Current

- B2B marketing.
- brand management/ project campaigns management.
- cop writing / social media and mobile marketing.
- Data visualization and pattern finding through critical thinking.
- Paid social media advertisements.

Hattan investment

Freelancer Marketing Manager

Dubai, UAE

Sep 2022 - Jan 2023

- 3 months marketing online/offline campaign.
- BTL.
- Cop writing / social media and mobile marketing.
- Media production.
- Paid social media advertisements.
- Web development.

Kheyoot & Depiction

Marketing and PR Manager

*Cairo, Egypt
Jun 2017 - Jul 2018*

- Evaluating and optimizing marketing and pricing.
- Analyzing market trends.
- Increasing brand awareness and market share.
- Social media management.
- Developing and managing the marketing department's budget.

ON Sport Channel

TV Reporter & Producer

*Cairo, Egypt
Dec 2013 - Jul 2017*

- Live reporter specialized mainly in other sports & football.
- Source and research captivating sports news stories.
- Investigate leads provided by editors and tips given by community members.
- Verify facts related to stories being covered.
- Write short and long form pieces for both print and digital publication.
- Attend sporting events in person to provide firsthand reports.
- Maintain a network of contacts who work in the sport(s) you cover.
- Keep detailed, accurate records of all interviews and research conducted.
- Provide fast turnaround times, when necessary.
- Involved in TV programs script as an editor.
- Assisting the producer for preparing content & reviewing.
- Coordinate between the program producer and the rest of the crew.

Remax Everest

Marketing and PR account manager

*Cairo, Egypt
Jan 2017 - Apr 2017*

- Managing with the creative team for launching marketing campaigns.
- Responsible for negotiating with local firms.
- Launching social media marketing campaigns .
- Conceiving and developing efficient and intuitive marketing strategies.
- Organizing and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events.
- Conducting market research and analysis to evaluate trends, brand awareness and competition ventures.

Snap Fitness

Marketing and PR executive

*Cairo, Egypt
Aug 2015 - Dec 2016*

- Managing with the creative team for launching marketing campaigns.
- Responsible for negotiating with local firms.
- Launching social media marketing campaigns.
- Conceiving and developing efficient and intuitive marketing strategies.
- Organizing and oversee advertising/communication campaigns (social media, TV etc.), exhibitions and promotional events.
- Conducting market research and analysis to evaluate trends, brand awareness and competition ventures.

Zamalek Sporting Club - Official Website

Freelancer Journalist

Cairo, Egypt

- Generating, researching, and pitching ideas for articles.
- Writing, editing, publishing, and promoting content.
- Inviting other bloggers, experts, or other notable guests to contribute content to the webpage.
- Monitoring responses to posts via the website, social media, or other platforms to better understand the audience.
- Staying current on industry trends for possible opportunities.

Dot Masr

Sports Video Journalist

*Cairo, Egypt
Feb 2015 - Aug 2015*

- Performing research for each video.
- Finding relevant people to interview when necessary.
- Recording footage that has excellent sound and video quality.
- Editing footage after it has been recorded to include transitions and text where necessary.
- Uploading content to a the system or the website.
- Staying informed about current events.

CBC TV Channel

Media Intern

*Cairo, Egypt
Oct 2014 - Jan 2015*

- Write well-constructed articles based on reliable information.
- Research materials and fact.
- Checking data.
- Show up at press releases and other related events.

Skills ---

Communication, Teamwork, Delegating, Management, Supervising, Organizational skills, Managing workload, Professionalism, Diplomacy.

Languages ---

English	Professional Proficiency
Arabic	Native Proficiency
French	Elementary Proficiency