

MARWA MOHAMED EID

Marketing Consultant and Trainer

Experienced Doctorate's degree in Business Administration consultant and trainer seeks a position in a large University or organization in Business administration, marketing, AI marketing, IMC, and PRs where hard work and dedication are needed, and my skills can be used effectively.



WORK EXPERIENCE

Sep 2016 - till now:

Business Professional Trainer & Experienced Marketing Consultant:
(Freelancer) in Marketing, AI Marketing, IMC, Advertising, PR & CRM.

- Conducting marketing research, feasibility studies and identifying industry trends and business opportunities
- Developing and implementing marketing strategy.
- Preparing and performing marketing plan according to the set budget
- Training the marketing team according to the new techniques
- Planning, execution, and monitoring marketing projects and campaigns for bringing in more customers.

Jan 2016 - Jul. 2016, ARADO- League of Arab state:

Business Development manager- Private sector & Entrepreneurship.

2011-September 2015, IPA -Riyadh, KSA:

Faculty member.

Undergraduate Courses:

- Sales Program: Selling Skills, Communication Skills, Distribution, Retailing Management, Sales Management, and IMC.
- Banking Program: Banking Marketing and Business Administration.
- Executive Secretary Program: Principles of Accounting.

Governmental Employees Courses:

-Finance and Accounting: Financial reports, Financial accounting principles, Public accounting.

Extra activities in IPA:

Writing a book 2015, Research center in IPA: MARKETING STRATEGIES FOR SERVICES IN PUBLIC SECTOR (استراتيجيات التسويق لخدمات القطاع العام)

- A member in Accreditation and quality project, planning and financial management standard.

http://ipa.edu.sa/Arabic/About/qap/Teams/Team1/Pages/team_5.aspx

- Preparation, design and coordinate the graduate project for the banking department graduates 2015.
- Supervision on practical field training for sales department graduates 2014-2015.
- Prepare and Introduce workshop 2015: Interview Etiquette.
- Preparation, design and coordinate an Exhibition for sales department graduates 2014-2015 which was the first time in IPA that shows the following: video ads, ads story board, outdoor ads, sales promotion, and print ads.
- Coordinate field visits for Sales management and Banking students.



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EDUCATION

Ain-Shams University:

Doctorate's Degree in Business Administration, Marketing; (Effect of Artificial Intelligence on Advertising decisions: An Applied Study on Advertising Campaigns).

Al-Sadat University:

MSC degree (Role of public relations in marketing of governmental services in the field of administrative training).

AAMBFS:

Master of Business Administration degree (MBA) [Marketing, Grade: v. good].

Cairo University:

Faculty of commerce: Bachelor Degree

EI-Minartes Private School:

KSA High School, Intermediate and Primary Stages.

HOBBIES/INTERESTS

Reading & Travelling

WORK EXPERIENCE

-Developing Course's description in Sales department and adding Materials for Undergraduate such as: E- Marketing, IMC (Integrated Marketing Communications), and Supply Chain Management.

-Scientific Review, for some sales course's material (Undergraduate): Selling skills development and Introduction to marketing.

-Adding and design a new Economic Supplement to the magazine (Administrative Development).

-Adding and design training programs for employee:

- 1.Customer service in public sector.
- 2.Effective integrated marketing communication within social media.

-Adding and design training video case study (30 min.): (Marketing Strategies and Researches).

-Adding a new program for Undergraduates: Quality management principles.

-Scientific Article to share in the special issue of the Journal of Public Administration, which was issued on the occasion of administrative development in the Gulf Cooperation Council (GCC) conference in the period of 26- 28/1434 AH 10- 12/12/2012 M, (Successful experiences and initiatives in the areas of administrative development: IPA's experience in building partnerships for the employment of graduates).

-Sharing in writing a book's proposal 2012: Needs of competitive advantage in the municipal council elections.

IPA: Managerial Articles Publications:

- "Public Service development and image improvement": Issue no. 103,
<http://www.tanmia-idaria.ipa.edu.sa/Article.aspx?id=607>
تطوير الخدمات الحكومية وتحسين الصورة الذهنية

- "Customer service culture in public sector": Issue no.101,
<http://www.tanmia-idaria.ipa.edu.sa/Article.aspx?id=577>
ثقافة خدمة العملاء في الأجهزة الحكومية

- Report about: " Do social media networks change the economic orientations and management" Issue no. 95
<http://www.tanmia-idaria.ipa.edu.sa/Article.aspx?id=480>
هل تغير شبكات التواصل الاجتماعي توجهات الاقتصاد والإدارة

- "Management by ideas": Issue no. 90 الإدارة بالأفكار
<http://www.tanmia-idaria.ipa.edu.sa/Article.aspx?id=397>

- "A competitive advantage in IPA's graduates" small article in Undergraduate and job brochure 1434.

- "How to market your skills for a new job" small article in Undergraduate and job brochure 1434.

2007-2011: Professional Trainer for:


- Soft skills: (Communication Skills, Presentation skills, EQ, Time management, stress management, problem solving and decision making, creative thinking and leadership courses).

- Marketing Courses: (E-marketing, strategic marketing planning, CRM and Marketing strategies).

- Customer services and Quality of service: (Bank for Development & Agriculture Credit).

- Business management: (Strategic Business Planning, project management and strategic thinking).

LANGUAGES

Arabic 99% 

English 90% 

PUBLICATIONS

-2020, Effect of Artificial Intelligence on Advertising decisions: An Applied Study on Advertising Campaigns.

-2018, Role of public relations in marketing of governmental services in the field of administrative training.

-2015, MARKETING STRATEGIES FOR SERVICES IN PUBLIC SECTOR, Research center in IPA.

WORK EXPERIENCE

- Some companies which trained by me: Petrobel Company, Ezz steel company, Ministry of information (Kuwait media), Bavaria company, Information Technology Authority of Sultanate of Oman, North Bahariya Petroleum Company, TRA, Bank for Dev. & Agr. Credit,...etc.

- Some training companies that acted courses with me such as bright minds, P MEC, Ethraa, Global, Arab group, the National Council of Women, Future institution for development and cultural dialogue É...etc.

January 2008 - November 2009, Pixel advertising agency: marketing manager in and a member of IAA.

March 2007 - November 2007, Al-Othaim commercial Group (huge Saudi group), Advertising General Manager at Gold and Jewelers Magazine.

April 2005 - February 2007, Pixel Agency: Communication Director in (media house production in cinema, ads and drama serials).

February 2004 - March 2005, Pixel Agency: Marketing Manager for (C & D Magazine) which was the first interactive magazine in the Middle East for kids at Pixel Agency.

2003-2004, Right Marketing Agency: Media Planner.

2001-2003, Ad mark (advertising agency): Account Executive.

March 1998- August 2001, Pyramids Advertising Agency: assistant media buyer and planner.

CIRTIICATIONS/ COURSES

- Courses in IPA:

- Professional TOT.
- Scientific Research Skills.
- Partnership between the Institute and government agencies in the development of the training process.
- Government project management
- The role of the media in the development of the performance of government agencies.
- Training film industry.
- Performance measurement in government agencies (local and international experiences).

- Courses in National Commission for Accreditation & Assessment (NCAAA):

1. Performance indicators reference and comparison.
2. The preparation of self-study of the institution.
3. Self-Calendar of the institution.

- Workshop in effective marketing strategies and styles in ARADO.

- Conference and Course in Sports Marketing Manager.

- ITP 520 at Amid-East.

SKILLS

-Experienced in training, teaching, research methods, writing reports, proposals & articles.

-Good in working in groups, good in organizing, supervision & leading.

-Highly experienced in presentation skills and communication skills: Presentable, open minded and expressing critical opinions in essays and seminars.

-Good in Problem solving: involvement in complex, low-budget projects, with time constraints

-Knowledgeable in Microsoft Office.

-Languages: English Fluent in writing and speaking - Arabic: Native.

-Ability to learn quickly & determination to succeed.

-Ability to learn the new methods and developments in teaching and training field generally, management and marketing especially.

-High Ability and Flexibility to work among teamwork: enjoy working in both team environments and independently to achieve a common goal or achieve a competitive advantage.

-Enthusiastic, confident, creative and pro-active.

-Self-motivation/management.

-Ability to face the competitor forces with strategic thinking policies.