

Ahmed Mahmoud Rafat Ahmed

Doctor of Business Administration & Marketing Manager.



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Date of birth. 18/ 08/ 1986

Car availability and drive license: Available.

Objective

To obtain a lecturer position in an innovative university where I can use my teaching skills.

Education

🏛 **Doctorate of Business Administration Faculty of Commerce Tanta University.**

- Graduation Year:2025 | From: 2021-2025 | Grade : B+
- Project Grade : A | Major: Marketing | GPA : 3.729



🏛 **Master of Business Administration Faculty of Administrative Sciences Sadat Academy.**

- Graduation Year:2017 | From: 2012-2017 | General Grade : Very. Good



🏛 **B.Sc. of Management Information System Delta Academy for computer science.**

- Graduation Year:2007 | General Grade : Good | Project Grade: Excellent.



Summary

Lecturer of business administration with over 15 years of academic experience and marketing manager. Proven ability to develop and implement successful marketing strategies that achieved organizations objectives and drove revenue growth, ROI.

Language

English



Arabic



Titles

Lecturer of Business Administration - Marketing Manager.

• 2021-Present

Marketing Manager *Fellow Business Consultant*

- Lead teams, ensuring each team member delivers their tasks timely and accurately.
- Spearheaded an Omnichannel Digital marketing strategy integrated with AI-powered. Resulting increase in customer engagement and revenue, achieving an increase in leads.
- Improved user acquisition and conversion rates by optimizing customer journey and Implementing performance-based tactics.
- Reduced bounce rates and decreased cost-per-acquisition (CPA) through targeted campaigns and CRO techniques.
- Optimized ad spends to improve Return on Advertising Spend (ROAS).
- Co-Creating a loyalty ecosystem that increased customer lifetime value and reduced churn.
- Developed and launched high-performing social media and email marketing campaigns, Conducted A/B testing to refine content and targeting.
- Lead business consultation team that implementing business plans market research.
- Maintained team alignment with KPIs and objectives while managing budgets efficiently.

• 2019 – Present

Lecturer of Business Administration *FAZ*



- Delivered lectures and tutorials across business administration courses.
- Developed and implemented innovative, student-centered teaching methodologies.
- Enhanced student engagement through interactive content, real-world case studies, And integrated technology platforms.
- Assessed student performance using diverse tools: assignments, presentations, Examinations and project-based evaluations.
- Conduct high-quality research in business administration and publish findings.
- Excellent verbal and communication skills, as well as strong interpersonal and presentation skills.
- My focus is to present interesting. I make sure to foster a positive learning environment, motivating, participative, and supportive.

• 2018 – 2020

Business Analyst *Freelancer*

- Implemented a strategic plan, business plan, marketing plan.
- Developed detailed product documentation including feature lists, requirements specifications, Prototypes, wireframes, and benchmarks.
- Built comprehensive user journeys, buyer personas, and business models to enhance Product-market fit and customer targeting.

- Analyzed key financial metrics and KPIs to assess performance, identify gaps, And recommend actionable improvements.
- Summarizing results and recommendations in Infographic Reports.

• 2012 – 2017

Lecturer

Engineers Syndicate

- Delivered training sessions in management information system.
- Enhance the learning experience for student through innovative teaching methods.
- Engage students in active learning through multimedia presentations.
- Providing mentoring, advice and support to students.
- Designed and taught practical courses including ICDL, Adobe Photoshop, and Social Media Management to build essential digital competencies.

• 2008 – 2011

Lecturer

freelancer

- Delivered training sessions in programming courses for beginners.
- Enhance the learning experience for student through innovative teaching methods.
- Providing mentoring, advice and support to students.
- Designed and taught practical courses including Visual Basic, C#, SQL server, Asp.net.

Courses - Skills

Oracle



Digital Marketing



Market Research



AI



Project Management



Google Ads



Meta Ads



Brand Management



Strategic Planning



KPI's



Infographic



Market Analytics



Motion Graphic



Photoshop



Microsoft Office



Presentation Skills



Academic Achievements

Doctorate Thesis 2025

The impact of digital marketing on mental image: an applied study at Tanta University.

Master Thesis 2017

The impact of orientation by strategic planning on organizational performance efficiency in housing sector.

Implemented scientific researches about:-

- Marketing Intelligence and Sustain competitive advantage
- Strategic Leadership and Crisis Management
- Integrated Marketing Communication and customer loyalty has been published in scientific journal.

Conducting and participating researches and presentations on:

- Content marketing through websites
- Organizational reputation and green marketing
- Demand cases, Customer behavior
- Management information systems and ERP
- Digital transformation in distribution channels
- Promotion through influencers
- Business negotiations

Practical Achievements

- +10 years presenting lectures and Mentored +5000 student.
- Marketing manager with over 6 years of experience.
- Lead Plan and execute paid campaigns to boost brand visibility and drive targeted traffic.
- Use analytics tools to track performance, measure KPIs, and generate regular reports.
- Executing updates to the website, ensure its optimized for SEO.
- Lead business consultation team that implementing business plans, market research and marketing plans.
- Make data-driven recommendations to stay ahead in the market.
- Analyzing market trends, competition, creating marketing strategies.
- Implemented a marketing strategy to build brand awareness and Maintained corporate identity that achieved organizations objectives and drove revenue growth, ROI.
- Led a team of professionals responsible for all aspects of marketing responsibilities included: market positioning and brand management, lead generation, content marketing, and social media marketing.