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## CANDIDATE RÉSUMÉ

**Ms. Abeer Mamdouh**

### Work Experience

1. Marketing Manager at Awlad Ragab from 2014 till now.
2. Assistant Marketing Manager at Spinneys Egypt from 2005 till 2014
3. Assistant Project Manager at Petrojet – Aramco from 2003 till 2005

### Marketing Manager

Awlad Ragab, July 14-Present

#### 1. Marketing Plan

- Arranging Campaigns BTL & ATL “Outdoor, Radio, SMS, News papers Ads & Store dressing signage”.
- Arranging the events “Ramadan, Christmas, mother day, Easter, Back to School,..... ”
- Contributing to developing and executing the yearly marketing calendar of events and promotions according to the themes, events and whole market.

#### 2. Marketing Budget.

#### 3. Finalizing the marketing deals with the suppliers.

- a) Finishing any deals regarding the marketing activities.
- b) Arranging events with the suppliers rather than the main events to activate the sales.

#### 4. Handling the opening of new branches.

- a) Arranging the opening plans.
- b) Handle the internal and external design for the new branches.

#### 5. Making the bi-weekly flyer "promotions" as follows: -

- a) In which following up with each Category manager for renewing and revising the promotions.
- b) Handling the flyer ads and distribution .

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- c) Responsible for organizing and distributing store products, through the hyper floor plan, in which every item is categorized and displayed within the Promotion plan.
  - d) Put the floor plan and distributing the location in the store according to the theme's requirements.
  - e) Supervising the photo shooting to make sure that every item is available within the promotion sheets.

#### 6. Promotion Analysis

- ☒ Analyzing the promotion items every cycle to take a decision in the coming cycles if we will repeat the items or not.

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#### Assistant Marketing Manager

Spinneys Egypt, July 06 – July 14

- Arranging Campaigns BTL & ATL “Outdoor, Radio, SMS, News papers Ads & Store dressing signage”
- Arranging the events “Ramadan, Christmas, mother day, valentine,”
- Contributing to developing and executing the yearly marketing calendar of events and promotions according to the themes, events and whole market.
- Assisting in Marketing Budget.
- Finalizing the marketing deals with the suppliers.
- Making the bi-weekly flyer as follows: -
  1. In which following up with each Category manager for renewing and revising the promotions.
  2. Handling the flyer ads and distribution through Al-Waseet and Al-Ahram newspaper.
  3. Responsible for organizing and distributing store products, through the hyper floor plan, in which every item is categorized and displayed within the
  4. Promotion plan.
  5. Put the floor plan and distributing the location in the store according to the theme's requirements.
  6. Supervising the photo shooting to make sure that every item is available within the promotion sheets.
  7. Organizing and sending all products prices to all Spinneys branches.

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**Assistant Textile Category Manager**

**Spinneys Egypt**, Feb 06 - Jul 06

- Handling all the deals necessary for the promotion with vendors
- Handling and making contracts with the suppliers along with discussing the invoices discounts, listing fees and rebate.
- Discussing the contribution necessary from the vendors for the yearly main events as anniversary and Ramadan.

**Assistant Fresh Food Department Head**

**Spinneys Egypt**, May 05 – Feb 06

- Handling all deals necessary for the promotion with vendors
- Handling and making contracts with the suppliers along with discussing the invoices discounts, listing fees and rebate.
- Discussing the contribution necessary from the vendors for the yearly main events as anniversary and Ramadan.

**Assistant Project Manager**

**Petrojet, Red Sea, Sept 03 – May 05**

- Admin duties, attending meetings and writing minutes of meetings.
- Filing documents, organize events and welcoming guests.

Education

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- ESLSCA (2015-2016) Masters of Business Administration (MBA).
- Bachelor in commerce major accounting (English section) (1999 – 2003).
- El – Salam Language School (Ramses Collage), 1999.

Courses:

- Managerial Accounting - ESLSCA (February 2015)
- Contemporary Management -ESLSCA (February 2015)
- Economics for Managers -ESLSCA (February 2015)
- Financial Management -ESLSCA (May 2015)
- HR Management -ESLSCA (May 2015)
- Marketing Management -ESLSCA (May 2015)
- Business Research Methods for Managers -ESLSCA (October 2015)
- Quantitative Business Analysis -ESLSCA (October 2015)