



Hazem Khattab

Marketing Expert

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I have 17 years of market experience with knowledge that meets my professional experience along my career path

Skills

- SEO / SEM / AI & LLMs / GEO / SMM
- Digital Reputation
- Digital Marketing
- Off-shore teams management
- CX & CRM
- Brand Management
- E-Commerce Marketing
- Tech Recruitment

Certifications

E-commerce
Digital Marketing
Institute - 2021

Advanced Digital Marketing - Nanodegree
Udacity - 2021

Languages

Arabic
Mother Tongue

English
Level C-1

French
Level-A2

Education

2003–2007 **Helwan University** Cairo,Egypt

- License of Arts and Education – Grade: Very Good

2010–2011 **Helwan University** Cairo,Egypt

- Post Graduation Studies - Education

2015–2017 **Azhar University** Cairo, Egypt

- MBA – Marketing

2019 **American University in Cairo** Cairo, Egypt

- Principles of Marketing

Experience

May 2023–Now
SEO/GEO Marketing Manager

UK, London (Cairo Office)

Fantastic Services

Achievements

- Managing Cairo office (HR/Logistics/Operations)
- SEO manager (UK Market / New Zealand Market)
- Area Development Franchisees Organic Leads
- Other digital activities (PPC/WP management)
- **2026** the 5Bs plan I crafted for the digital reputation management + optimizing the cost of my business unit by 20% less YOY with expanding to a wider/more professional office space
- **2025** GEO/AI Local digital presence and organic lead generation enhancement and the LLMs presence , in addition to taking product ownership for the New Zealand market
- **2024** Worked on the action plans for all Area Franchisees in the UK and meeting them in Varna getting them all sign the offers after achieving 100% Organic Targets in 2023 Q4 as well
- **2023** Managed to form a team of great talents in Egypt with the allocated planned budget expanding the team from 10 to 20 in 2024
- Getting the local SEO to new levels of visibility and lead generation
- Giving support to other departments when needed for example Call center / Social media / Media buying
- Retaining the talents of Cairo office with 20% turn over in the first year.

More experience

May 2019 –April 2023

Alkhaleej Training & Education

KSA , Riyadh (Remote)

- Managing the digital marketing team in Cairo & Riyadh for the subsidiaries (education, training, cafes, gyms, and beauty salons)
- Plan, create and implement an integrated digital marketing strategy
- CRM (Zoho / Oracle Eloqua / Oracle Rightnow)
- Measure and report the performance of all digital marketing campaigns.
- Track SEO and Google Analytics data and make a complex analysis
- Set and control the marketing budget while setting smart cost-effective plans.
- Align the corporate goals and target with your marketing strategy to reach out to the optimal results as determined.
- Upgrading the team skills as per updated knowledge
- Research competitors and provide suggestions for improvement.

Achievements

- In 2019 : (112% target achieved)

- started an in house digital team that saved 60% of the marketing expenses
- started working on SEO that ranked after 10 months for 250 non branded keywords on the first page and increased the brand visibility by 100% and lowered the cost of Search Engine Ads by 20%
- Applied a content marketing plan to start pulling customers instead of pushing ads

- In 2020 (COVID) : (75% Target Achieved)

- Started the digital transformation procedures as it was part of 2019 plan before the COVID and that included the **virtual classrooms** , **The the virtual tours** to all schools and learning centers branches across the in addition to the E-Payment system for the school fees after we made a great marketing mix to fit the COVID hard times
- Added good tools for the Social Media Listening that made the team ahead of the competitors reaching the customers on social media for getting new customers that enhanced our Social Media share of voice by 150% among competitors. Another tool was for monitoring the customers behaviors on the website that allowed us to save 50% of our ads cost through monitoring how they react with our content. Also we used a tactic to monitor the best performing influencer the thing that allowed us to get the top 3 influencers and that maximized the benefit of the influencers' referrals off new leads.
- The use of CRM made the communications more efficient internally and externally that reduced the loss ratio of new leads by 50-70%
- Retaining current customers by 60% was the biggest achievement this year

- In 2021 : (105% Target Achieved)

- Used data analysis tools and techniques gave us the upper hand to predict the consumer behaviors and the current parents buyer intent through surveys ... etc
- Enhanced the content marketing plan towards the extra-curricular activities the thing that acted as a magnet to the students from competitors' schools.

- In 2022 : (95% Target Achieved)

- Data analysis helped in making five years plan and where to expand and where to compete

More experience

August 2018 – April 2019

Digital Marketing Manager

Responsibilities

- Managing social media team
- Managing agency relations
- Managing Social media marketing ,Google Analytics , SEO , SEM , GDN.

EL Mansour Developemts , Cairo, Egypt

Achievements

- Developed a quick rescue plan to optimize marketing expenses by 60%.
- Helping the sales department to achieve the target by 35%.
- Helped the collection department to increase collections by 40% by making a campaign to get the angry existing customers satisfied.

March 2017 – August 2018

Business Development Manager

Responsibilities

- Managing all digital marketing campaigns
- Acquiring and managing key client accounts in the education and learning industry.
- Closes new business deals by coordinating requirements; developing and negotiating contracts; integrating contract requirements with business operations.
- Primarily obtaining new clients and fostering business relationships to increase revenue from sales

Quadrant Middle East, Cairo, Egypt

Achievements

- 65 Partnership out of 250 sales meetings with 120 prospect B2B customers in 18 months , 10 of them with big names.

January 2015 – March 2017

Assistant Director

Responsibilities

- Managing the operational , Sales , Technical team of branches Berlitz Maadi Area
- Make the monthly schedule for the classes and the distribution of instructors as per the sales plan
- Make the sales plan for each branch
- Make the human power utilization plan for the instructors
- Manages the follow up activities with the escalated cases by customer complains
- Interview VIP customers to make their learning plan along with their study.

Berlitz Egypt, Cairo, Egypt

Achievements

- Managed to increase the sales for the whole area by 60% achieving the target and ranking the business unit #2 among all.
- Solved the problem of employees retention whether technical or operational to make the turnover less by 50% YOY
- Participated in creating a new level in the global levels of EFL for beginners by using my technical/sales knowledge for the startup Middle East clients.

More experience

January 2013 – December 2014

Sales Supervisor

Responsibilities

- Conducts sales interview with clients
- Follow-up Sales activities
- Handling new clients' problems
- Analyzing market inquiries
- Setting Sales plans for the MOM
- Setting new packages and plans to fit the market inquiries
- Testing unit specialist
- setting Learning programs for clients to achieve their target level of proficiency

Berlitz Egypt, Cairo, Egypt

Achievements

- Managed to achieve the monthly target for the branch I was responsible for
- Over achieved the private classes by 100%
- Increased the retention rate by 50% per class
- Suggested incentives initiative to the management in which the instructor was used as an indirect sales asset.

December 2010 – January 2013

Instructor/Trainer

Responsibilities

- EFL instructor for corporate projects
- EFL instructor for individuals at branches
- Corporate visiting instructor at corporates
- Soft skills workshops trainer (sales, marketing, and customer service)
- Arabic classes for foreigners

Berlitz Egypt, Cairo, Egypt

Achievements

- Developed a new qualifying program EQP for the preparing the fresh grads to the market
- Managed to keep the corporate accounts (B2B) clients by handling their learning goals closely by doing the extra mile of integrating the course to their development plan.

April 2009 – October 2010

April 2009 – October 2010

Responsibilities

- Language Instructor (English as a foreign language / Arabic for foreigners)
- Testing Unit Specialist
- Translator (En>;Ar & Ar>En)

Egyptian Army Training Authority, Cairo, Egypt

Achievements

- Instructor of the year award 2009

Years experience

- 16 years of market experience
- 13 years training & education
- 7 years real estate
- 7 years automotive
- 7 years of Sales
- 8 years of Digital Marketing
- 5 years of Marketing
- 8 years of Management
- 4 years of Business Development
- 2 years of Managing remote teams

Skills / Areas of Expertise

Marketing Planning
Research & Development
Search Engine Optimization
Digital Reputation Management
Search Engine Marketing
Sales / Business Development
AI / GEO Optimization
CRM & Data analysis
E-Commerce Marketing
Offshore teams Management
Customer Experience
Team Leadership
Market Research
Social Media Marketing
Strategic Marketing
User Experience
Content Marketing
WordPress Development

References

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Berlitz Egypt / Former Director

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