



Engy Abdulrazak Saad

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OBJECTIVE

Looking to secure a position at an organization that challenges my skills and allows for further career growth in the field of administration, aviation sector, marketing and sales.

EDUCATION

- Bachelor's degree- Faculty of Business Administration -Alexandria university.

EXPERIENCE

July 2024- June 2025

First Marketer Institute

Dammam, Saudi Arabia

Position: Marketing Manager

Responsibilities:

- Managed and executed digital marketing strategies with a strong focus on affiliate marketing.
- Successfully grew and maintained a verified Instagram business account with high engagement.
- Led paid advertising campaigns across multiple platforms to maximize ROI.
- Coordinated with affiliates, content creators, and designers to boost brand.
- Analyzed marketing performance metrics (KPIs, ROI, conversion rates) and optimized campaigns accordingly.

2019- 2020

Rise Company

Alexandria, Egypt

Position: Sales & Marketing Specialist

Responsibilities:

- Develop and implement digital marketing strategies aligning with the company's goals.
- Conduct market research, understand the target audience, and identify marketing and growth opportunities.
- Allocate appropriate working positions for each Cabin Crew Member.
- Create and execute campaigns across various digital channels, like email, social media, paid advertising and search engine optimization.
- Measure and analyses campaigns' success using data and analytics tools.

- Lead client meetings and explain the campaign details to the client with key performance metrics (KPIs).
- Research competitors' pricing and products.
- Determine what content will reach customers.
- Brainstorm and implement experiments and conversion tests.
- Measure digital traffic.
- Decide on appropriate placement of ads.
- Monitor project status and budget.

2008- 2018

Oman Air

Muscat, Sultanate of Oman

Position: Senior Cabin Crew

Responsibilities:

- Confirm and provide guidance to other Crew Members to ensure that all cabin personnel conduct themselves according to the standards and policies set out by the company.
- Conduct crew briefings and ensure crew members are proficient.
- Allocate appropriate working positions for each Cabin Crew Member.
- Ensure all crew have read and signed Company Safety memo's.
- Looks for ways to improve and enhance the quality of service offered.
- Provides feedback to the Cabin Services Manager regarding the operation of flights, outlining discrepancies and abnormalities incurred.
- Ensure Cabin Crew Members have relevant documentation pertaining to the flight i.e. Manual, license, permit, logbook and passport.
- Guides and assists the Cabin Crew Members in the performance of their duties.

Type of Aircraft:

- Boeing 737.
- Boeing 700.
- Boeing 787.
- Boeing 800.
- Boeing 900.
- Airbus 330.
- Airbus 200.
- Airbus 300.
- Embraer E170.

2006- 2007

Allianz

Alexandria, Egypt

Position: Life insurance Agent

Responsibilities:

- Provide advice to clients and recommend insurance products.
- Provide intermediary services between insurance companies and clients.

- Provide good customer service to maintain and retain clients.
- Expand customer base.
- Interview prospective clients to gather data about them.
- Sell life policies that payout on death.
- Sell annuities that pay an income at retirement.
- Analyze the client's current portfolios and make recommendations.
- Assist clients during the claims process.

TRAINING COURSES:

- 2007: Aviation Cabin Crew training course at IATA.
- 2008: First Aid Training.
- 2008: IATA Aviation safety course.
- 2019: Digital marketing Course.
- 2020: Sales Skills course.
- 2021: Negotiation Dynamics course.
- 2024: Microsoft office course- in progress.

Certificates & Licenses:

- 2008-2018: First Aid Licenses.

Skills:

- Excellent written and verbal communication skills.
- Highly trustworthy, discreet, and ethical.
- Very Good negotiations and presentations skills.
- Organized and able to learn faster than expected.
- Very high communications skills to communicate with others.

Language:

- Arabic is mother tongue language.
- English excellent (written & spoken).

Interests:

- Reading and traveling.

Personal Information:

- Date of Birth: 01/01/1985.
- Marital Status: Married.