



WALID KAMEL

Marketing and Communication Professional

www.walidkamel.com

PERSONAL INFORMATION

- **Address:** Golf El Solymania, Giza, Egypt
 - **Nationality:** Egyptian
 - **Mobile:** +201223187636
 - **Linked-in:** <https://www.linkedin.com/in/wellakamel/>
 - **Web Page:** www.walidkamel.com
 - **Email:** walied.omran@gmail.com
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PROFILE

Experienced Marketing and Communication Senior Manager with a demonstrated history of leading successful marketing strategies across online and offline channels. Skilled in creative direction, branding, digital marketing, and stakeholder communication, with a proven track record in supporting and developing SME's and corporates.

WORK EXPERIENCE

Industrial Modernization Center (IMC) Senior Marketing & Communication Manager
January 2019 – Present

- Formulated and executed marketing plans for online and offline channels.
- Establish and maintain effective communication with all stakeholders.
- Improved customer service and satisfaction.
- Sustained an up-to-date database of contacts and vendors.
- Partnered with marketing and sales teams on content marketing and cross-promotional initiatives.
- Conducted ROI analysis for marketing activities.
- Conceptualized marketing materials, advertisements, social media posts, and e-newsletters.
- Preserved corporate identity across branding items.
- Executed social media strategies and advertising campaigns.
- Facilitated stakeholder communication via newsletters and email campaigns.
- Oversaw e-commerce website operations.
- Organized and managed events from inception to completion.

MSME Developing Agency *Team Leader*

June 2017 – January 2019

- Provided resources, tools, and training for team members.
- Resolved conflicts professionally and promptly.
- Evaluated team performance and provided constructive feedback.
- Prioritized product development tasks and timelines.
- Communicated effectively with cross-functional teams and stakeholders.
- Developed innovative solutions to challenges.
- Collaborated on new product ideas and concepts.
- Delivered effective presentations using Microsoft PowerPoint.

Industrial Training Center *Senior Communication Manager*

March 2016 – June 2017

- Supervised communication team workflow.
- Produced internal and external communication materials, including newsletters.
- Designed infographic reports and animated presentations.
- Created PDF internal automated application forms for departmental documentation.
- Developed special brochures and presentations for fundraising.
- Administered the ITC website.
- Coordinated event management and developed creative theme concepts.
- Enforced corporate identity guidelines.

Weber Shandwick Agency *Visual Communication Manager*

June 2006 – March 2016

- Designed and implemented visual communication strategies.
- Led a team of visual professionals.
- Produced visual content for marketing and communication purposes.
- Aligned visual communication efforts with organizational goals in collaboration with stakeholders.
- Oversaw the design and production of marketing materials, presentations, and digital media content.

Sharm Guide *Project Manager*

January 2003 – June 2006

- Identified and segmented customer categories.
- Conducted initial meetings with identified customers.
- Strategized implementation plans.
- Supervised the design process (prepress stage).
- Monitored the production process until the final product was out.
- Oversaw distribution across Egypt.
- Assessed ROI for each issue and strategized future editions.

El Walid Press *Production Manager*

January 2000 – January 2003

- Reviewed customer orders and approved quotations.
- Coordinated design work between clients and the art department.
- Finalized projects and created electronic montages.
- Implemented quality control measures.
- Monitored job progress across prepress, press, and post-press stages.
- Enforced quality assurance controls.

El Walid Press *Graphic Designer*

July 1998 – January 2000

- Designed artwork for magazines, brochures, logos, and event materials.
 - Developed homepages and web interfaces.
 - Performed image scanning, retouching, and color corrections.
 - Managed the full color separation process.
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EDUCATION

- **Cairo University** *Master of Business Administration - Marketing (MBA)*,
January 2022 – June 2024
 - **Helwan University** *Bachelor's Degree in Applied Arts*
 - **Saint Joseph College** *High School*
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COURSES

- **YAT Training Center** *Web Development Diploma, Jan 2014 – Dec 2014*
 - **Core Training Institute**, *Digital Marketing, Jan 2018 – Jun 2018*
 - **Vflock for Business Training**, *Lean Business Model, Jan 2019 – Jun 2019*
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SKILLS

Corporate Communication, Internal Communication, Digital Marketing, Social Media, Web Design, Graphic Design, Creative Concepts, Creative Thinking, Meta Media Buying, Marketing Strategy, Marketing Communication Plan, Marketing Analysis, Marketing Materials, Printing, Publishing.

LANGUAGES

English: *Advanced Fluent Level*
Arabic: *Native Language*