

ESRAA ABD ELLATIF

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SUMMARY

Results-driven Marketing Manager with 6+ years of experience in marketing strategy, brand management, and digital marketing. Experienced in integrated campaigns, content and performance marketing, KPI tracking, and leading creative teams to drive brand growth and measurable results.

SKILLS

- Marketing Strategy & Planning (SOSTAC)
 - Brand Management & Positioning
 - Digital Marketing
 - Integrated Campaign Management
 - Content Strategy & Copywriting
 - Social Media Management
 - Performance Marketing (Meta Ads)
- Budget Planning & Management
 - KPI Tracking & Performance Analysis
 - Market & Competitor Analysis
 - Team Leadership & Creative Direction
 - Influencer & PR Campaigns
 - Product Launch & Go-To-Market Strategy
 - Client & Stakeholder Management

TOOLS & PLATFORMS

- Meta Ads Manager
- Google Analytics
- Social Media Platforms (Instagram, Facebook, TikTok)
- Canva
- Content & Campaign Reporting Tools
- AI Tools for Marketing & Content Creation

PROFESSIONAL EXPERIENCE

- Marketing Manager Clipso Studio**

6.2025-Present

 - Led digital marketing and brand strategy initiatives, increasing brand awareness and reach by 30% while optimizing campaign performance through data-driven analysis and KPI tracking.
- Marketing Manager Bussmah Marketing Company**

9.2025-Present (Part Time)

 - Restructured and optimized 75% of the company's marketing strategy and operations using the SOSTAC model, leading creative teams and improving campaign efficiency and overall brand performance across digital platforms.
- Marketing Manager Batekh Masr**

12.2025-Hold

 - Led and managed a marketing team of 6–8 members, restructuring 65% of marketing workflows and processes, which improved team efficiency and campaign execution by 40% while overseeing 5–7 concurrent campaigns across multiple products.
- Marketing Manager Aseel Honey**

12.2025-Hold

 - Planned and executed integrated marketing campaigns for FMCG food products, increasing brand awareness by 45%, boosting engagement by 50%, and driving revenue growth by 30% through optimized content, social media, and performance marketing initiatives.

Marketing Manager Dr.Amir Gamal Clinics **1.2025-1.2026**

- Led the development and execution of comprehensive marketing strategies, growing Dr. Amir's personal brand from 1,200 to 21,000+ followers within one year and driving 150%+ quarterly sales growth through content creation, ad budgeting, campaign planning, and creative production oversight.

Marketing Manager Media Arts Agency **3.2025-10.2025**

- Led a 15+ member creative and marketing team, managing 30–45 active clients, and executing SOSTAC-based marketing strategies that improved campaign quality and brand performance by 40% across digital platforms.

Marketing Manager Qordova Academy **4.2023-10.2025**

- Executed organic digital marketing strategies for language programs, increasing engagement by 60% and content reach by 50% while leading a 4–6 member creative team and optimizing content performance to improve conversions by 30%.

Marketing Manager Rivers Of Goodness **4.2023-10.2025**

- Executed daily digital marketing campaigns to support fundraising initiatives, increasing reach by 60%, engagement by 65%, and donation conversions by 35% through optimized content, performance tracking, and audience insights.

Marketing Guide & PR Oud Perfumes **6.2024-7.2025**

- Executed and developed brand communication and PR strategies, supervising influencer and blogger campaigns and managing key partnerships, resulting in an average of 45 orders per day while strengthening the brand's luxury positioning and market presence.

Marketing Account Manager Mawj Agency **4.2025-8.2025**

- Built and executed client acquisition and marketing strategies for a startup agency, securing 10 new organic clients within the first month, while managing key accounts and ensuring effective campaign execution and long-term client growth.

Marketing Manager Abnaa-Al Araby For Decor And Land Scape **12.2025-4.2025**

- Led the brand's marketing strategy and creative direction across all channels, managing Meta Ads campaigns that generated an average of EGP 750,000 in monthly sales while achieving a cost per message as low as EGP 0.33, alongside overseeing full creative production and data-driven campaign execution.

Marketing Manager Shanty Real State & Developments **12.2024-3.2025**

- Led the brand's marketing strategy and creative direction, building a strong personal brand for the company and executing Facebook Ads campaigns that generated qualified leads and resulted in 3 unit sales within the first month, with an average unit value of EGP 3 million.

Marketing Manager K.hagag foods **6.2024-12.2024**

- led product development and brand strategy from concept to market launch. I created innovative advertising ideas, developed new product flavors and presentation methods, and designed marketing strategies to strengthen the brand's market position. I also supervised the packaging design and external branding to ensure consistency, creativity, and alignment with consumer expectations.

Marketing Account Manager Magnet Marketing Agency **4.2024-6.2024**

- Led product development and brand strategy initiatives while managing a team serving 15 clients, achieving Arab market expansion within the first month of Q1 and securing the first regional collaboration with a Lebanese restaurant (Chello) through effective product and branding strategies.

Al-Kayan Marketing Agency:	2.2020-3.2023
Marketing Manager	
Marketing Account Manager	
Social Media Specialist & Content Creators Head	
Content Creator	
Progressed from Content Creator to Marketing Manager over 3 years, leading and managing creative and marketing teams of 8–12 members, training 10–15 junior marketers, and delivering integrated marketing strategies for 20+ clients across multiple industries, including influencer and blogger campaign coordination.	

EDUCATION

Bachelor’s Degree in Arabic Language, Literature, and Linguistics	2019-2023
Cairo University.	
MBA Marketing	2025-Present
- Arab Academy for Banking and Financial Sciences. - Currently pursuing an MBA with a specialization in Marketing.	

ADDITIONAL EXPERIENCE

Journalist & Content Creator AL-Ahram Platform	3.2019-6.2021
Produced and edited 50+ news and feature articles weekly, managing daily digital and social media content and improving audience engagement by 30–40% through consistent editorial alignment and storytelling.	
Marketer “Freelancer”	2.2020-Present
developed customized marketing strategies and content plans for clients across different industries. I managed social media accounts, created engaging campaigns, and analyzed performance metrics to optimize results. My work focused on strengthening brand presence, improving audience engagement, and driving measurable growth for each client.	