

Ramy Ayoub



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Education:

- Bachelor of Management Information Systems & Computer Science | 2008 from (HITHC)
- Diploma of Digital Marketing & Social Media | 2013 - 2014 from (AASTMT)
- Mini Certificate in Sales & Marketing | 2018 - 2020 from (AASTMT)
- Professional Diploma in Marketing & Branding Strategy | 2018 - 2020 from (AASTMT)
- Professional Diploma in Digital Marketing | 2020 - 2021 from (AASTMT)
- Professional Diploma in Sales Management | 2020 - **Present** from (AASTMT)

Summary / Objective:

Secure a position in marketing and corporate events management. My combined experiences in marketing and trade events coordination spans close to ten years. I have planned, executed, and managed events, festivals, trade shows, conferences, meetings, carnivals, seminars, weddings, graduations, and corporate events in Egypt, Africa, and the Middle East.

As an Event & Entertainment Manager my objective is to conceptualize and facilitate events in unique ways yet affordable for the organization. Being an Event & Entertainment Manager, made me gain more than sufficient experience in managing events of different occasions. Throughout my experience, I have established the basic systems and procedures necessary to make the business flow smooth and complexity free.

From managing multiple deadlines and projects, to leveraging new media and alternative marketing outlets, my effective communication skills and result driven attitude have given me a solid business foundation. While being an effective self-starter, I am also a creative team player with a think outside the box approach. I understand the value of deadlines, goals and I have a proven track record of creating effective plans and initiatives. I always keep the clients vision statements in mind all the time while maintaining their brand personality.

Skills:

- Creative and Innovative
- Events Management
- Entertainment Management
- Exhibitions Management
- Social Media & E-Marketing
- Organizational Skills
- Festivals Art Director
- Activities Coordinator
- Stage Management
- Production Management
- Photography & Videography
- Video Editor & After Effects
- Music Producer & Arranger
- Microsoft Office
- Tech Savvy & Networking

Work Experience:

(2017 - Present) Hilton

(2020 – Present) Hilton Hurghada Plaza – Events & Entertainment manager

(2018 – 2020) Hilton Alexandria Corniche – Events & Entertainment manager

- Managed resources, projects and relationships effectively.
- Collaborated to work with other departments as marketing & sales.
- Actively provided consumers insight and feedback to other function/departments team.
- Worked with agents/entertainers around the world to source/book appropriate entertainment for the hotel guest.
- Created an Excel reservation system to manage bookings, available dates and slots, contract tracking across some 600 acts & 4K bookings per year.
- Created an Excel database for nightlife customers with over 8K contacts in the city.
- Managed and developed the annual events & entertainment budget.
- Worked to manage & process the entertainer's attendance & payroll.

(2020 – Present) Hilton Hurghada Plaza – Club Manager (Anaconda Bar & Lounge)

(2017 – 2020) Hilton Alexandria Corniche – Club Manager (NEO Bar & Lounge)

- Branding & Brand identity, created all the social media pages [/NEO.Lounge.Alexandria](#) .
- Branding & Brand identity, created all the social media pages [/ANACONDA.Lounge.Hurghada](#) .

- Developed the brand strategy with market observation to find the new opportunities with influencers in the market.
- Managed all club activities and organized all works for internal resources and recommended proper solutions to increase productivity of the business.
- Maintained inventory of all equipment and supplies and implemented all company's programs according to our policy, prepared required operating plans and implemented all improvement strategies and supervised the achievement of all the club objectives.
- Administered all profit and losses for the club and prepared monthly financial reports. Maintained good professional relationships with all members and recommended solutions to all issues.
- Hired and evaluated staff performance. Trained all staff members, conducted various planning sessions and prepared reports for all staff performance. Organized weekly meetings to design effective strategies to achieve all club objectives.
- Oversaw all training sessions of staff and ensured compliance to all loss prevention and human resources policies and assigned all departmental head for various club duties.
- Provided optimal level of customer service to all guests.

(2015 – 2016) Ministry Of Sound Red Sea – Regional Events & Entertainment Manager

- Managed and monitored both active corporate and guest events, as well as proactive venue events, promotions and activations.
- Ensured that marketing campaigns are effective in driving maximum footfall to venue.
- Improved event programs, event decorations, branding and peripheral entertainment elements and ensured implementation is of high quality.
- Ensured all company permissions, documents and requirements are in place prior to each event.
- Ensured AV, Sound & Light equipment is maintained and used properly throughout each event as well as all TVCs and internal branding is up to date and to a world-class standard.
- Monitored good care of international and local celebrities, artists, musicians and DJs. As well as, ensured that all artists are cared for in a professional manner and all their needs are adhered to.

(2014 – 2015) Golden 5 City Red Sea – Regional Events & Entertainment Manager

- I was organizing, planning, controlling, coordinating and supervising the entertainment activities of the 7 hotels around the Golden 5 City.
- Planned the annual entertainment activities calendar in coordination with the Food & Beverage, Sales, Marketing and Public/Guest Relations departments respectively.
- Planned and elaborated entertainment programs and musical performances - day activities, night activities (shows), sporting activities, 'teen club - mini club' children activities.
- Supervised and monitored the safety of the hotel guest and staff, during activities at all the time.
- Ensured efficiency and quality of service rendered to guests at all time by maintaining constant checks on service standards of staff to assure upkeep and consistency of standards of the hotel services, quality, policies and practices.
- Planned and prepared annual Budget for the department.
- Implemented specific training programs for the department staff.
- Designed flyers, posters and banners for the events & activities.

(2007 – 2014) Red Sea Academy for tourism & entertainment services – Founder & CEO

- Red Sea Academy For Tourism & Entertainment Services is the first Entertainment Academy in Egypt. After a detailed study of the market we realized the need for Quality as well as Professional Entertainers in all tourism sectors. Such high demand resulted in the birth of our Academy. Since 2003 our team has worked tirelessly to become Egypt's leading Entertainment Academy. Based in the Red Sea zone, we grew alongside the town providing world-class services for the rapidly expanding market. To stand out, we had to benchmark the Academy as a complete Entertainment Service Provider For (IHG PG – IHG Soma Bay – CWR Soma Bay – IHG Semiramis – Hilton Hurghada Plaza – Hilton Long Beach - Iberotel Madinat Coraya – Dreams Beach Marsa Allam – Oriental Bay Marsa Allam – Tulip Resort Marsa Allam)

- We hired and trained entertainers, sponsors or represented professionals. Our 3-months training guaranteed the level of quality and commitment of our team and participants. We have exclusively operated Port Ghalib at Marsa Allam since 2007 and exclusively managed the VIP Club at Port Ghalib, from 2009 until 2011. Rewarded by THOMAS COOK for the best Entertainment Team at Iberotel Egypt in 2008 / 2009.
- We were appointed Festival Art Director for all Ministry of Tourism Festivals in the Red Sea, Red Sea Government Festivals, UNTWO Festivals, the Ministry of Environment Festivals, Comedy Club Russia from 2009 till 2014. We were part of the Organizing Team of the Official opening party of Port Ghlaib at 2009 with Beyonce. We organized more than 22 New Year Events in 2010 from Soma Bay to Marsa Allam. Exclusively managed the Red Sea Academy Beach Club at Abu Dabbab Marsa Allam from 2010 till 2015.

Other work experiences & short period projects:

(2003 - 2007) [Hilton, IHG, Sheraton, Helnan] - Contracted hotels Club DJ
 (2014) Frame-By-Frame Production Lebanon - Line Producer
 (2016) Stella Di Mare Hotels & Resorts - Events & Public Relation Consultant
 (2016) Obour Land Egypt TVC Commercial Campaign 2017 - Production Manager
 (2016) Bitburger Beer Kenya - Events & Marketing Consultant
 (2017) The PULSE Music Festival Lebanon Tour - Art Director
 (2019) Hilton Hurghada Plaza - Pre Opening Task Force

Major events managed:

- Zain Telecom Annual Conference - Jan. 2009
- Novartis Russia Annual Event - Mar. 2009
- Russian Waves Championship - Mar. 2009
- Zain Telecom Gala Dinner Event - Apr. 2009
- Ozone Layer - Competitions By The United Nation Environment Program (UNEP) - Nov. 2009
- Port Ghalib Phase -A- Opening - Nov. 2009
- Zepher International Annual Event - Feb. 2010
- FTV Marsa Alam Tour - Feb. 2010
- RAYA Annual Event - Mar. 2010
- TUI & Aquarius Event - Aug. 2010
- Port Ghalib Olympic Carnaval - Nov. 2010
- GSK Annual Conference - Jan. 2011
- Port Ghalib Foustat Grand Opening - Mar. 2011
- Port Ghalib VIP Club Grand Opening - Apr. 2011
- Odeon Big Smile Festival - Jun. 2011
- Royal Mantal Annual Event - Aug. 2011
- The Tourism Promotion Authority LTE - Sep. 2011
- TUTANK AMON Conference - Oct. 2011
- United Nation World Tourism Organization Convention at Port Ghalib (UNWTO) - Apr. 2012
- Port Ghalib Beat Boats Festivals - Jul. 2012
- Hurghada St. Parade Kingdom Kids Fest. - Oct. 2012
- Red Sea National Day Street Festival - Jan. 2013
- 2nd Russian Culture Week - Jan. 2013
- Miss Hurghada Festival - Apr. 2013
- Hurghada Spring Inter. Festival for Tourism - May. 2013
- Hurghada Inter. Festival for Tourism & Culture - Jul. 2013
- World Tourism Day Festival (UNWTO) - Sep. 2013
- Toyota Red Sea Grand Opening - Dec. 2013
- 4th Arab Sat Channels Festival - Jan. 2014
- Red Sea National Day Marina Festival - Jan. 2014
- 3rd Russian Culture Week - Jan. 2014
- World Water Day - Ministry Of Environment - Mar. 2014
- 1st Love & Peace Festival - Mar. 2014
- 1st Hurghada International Diving Festival - May. 2014
- 5th Arab Sat Channels Festival - Jan. 2015
- Red Sea National Day Street Festival - Jan. 2015
- 4th Russian Culture Week - Jan. 2015
- 2nd Love & Peace Festival - Apr. 2015
- Stella Di Mare Easter Festival - May. 2016
- Stella Di Mare Fitr Festival - Jul. 2016
- Stella Di Mare Arrival from Sweden "The Music Of Abba" Music Festival – Sep. 2016
- 8th Arab Sat Channels Festival - Oct. 2017
- NEO Bar & Lounge Grand opening - Dec. 2017
- Hilton 100 Years Anniversary - May. 2019
- Anaconda Bar & Lounge Grand Opening - Nov. 2019

Languages:

- Arabic (mother tongue)
- English (fluent)
- Italian (basic knowledge)
- Russian (basic knowledge)

For more info or references please contact me directly.