

RAMY AYOUB

Email: info@ramyayoub.com | Cell: +1 (646) 250 5842

Website: <http://www.ramyayoub.com> | LinkedIn: <https://www.linkedin.com/in/ramyayoubofficial/>

Marketing Professional, Entrepreneur, and pioneer in digital transformation. As a passionate marketing professional with a strong work ethic and a wide range of experience, I have managed marketing operations and served as a marketing consultant for leading global hotels and regional companies to generate remarkable results. I have led a cross-functional team to support effective communication and result-driven revenue growth and demonstrated a track record of developing future-proof creative marketing strategies and solutions that enable multiple successes through multi-channel sales-driven and customer-centric activities, as well as maximizing profitability through sponsorships, loyalty programs, and partnerships with local and international entities.

Work Experience

Hilton Hurghada Plaza, Red Sea, Egypt - Acting Marketing Manager

Feb 2022 - present

- Develop and implement media strategy with integrated marketing communication activities across the targeted mediums and channels, managing all Digital Marketing and e-commerce partner channels
- Development and implementation of an annual marketing strategy
- Managing regional and international marketing activities leading to an increase in customer engagement
- Increased brand awareness using social media ads by more than 2600% within the first six months
- Collaborating with key stakeholders to develop creative marketing strategies by working across functions
- Leading a cross-functional team between the marketing and sales divisions to facilitate effective communication and business expansion

Hilton Alexandria Cornich & Hilton Hurghada Plaza - Events & Entertainment Manager

Nov 2017-present

- Driving brand profitability and sales by using innovative strategies that led to a 300% increase in total profit
- Managing sponsorships and relationships with third parties to maximize revenue growth
- Optimizing external relationships with government and allies to establish new business opportunities
- Supervising branding & brand identity with logo creation, posts, and all the social media presence
- Developed brand strategy with market observation to find new opportunities with influencers in the market

Stella Di Mare Hotels & Resorts, Egypt - Marketing Consultant

May 2016 - Sept 2016

- Defined marketing strategies, determined the most relevant message, and implemented various strategies
- Analyzed hotel operations to comprehend its marketing needs and conducted marketing research to identify industry trends and commercial possibilities
- Improved the functioning of the marketing department by providing real-time marketing expertise

Ministry Of Sound, Red Sea, Egypt – Reginal Events and Entertainment Manager

July 2015 - July 2016

- Led event team in the development of long-term, value-based client connections that facilitated the accomplishment of Hurghada, El Gouna, and Sharm el Sheikh sales objectives
- Oversaw and collaborated with the event team to solicit and book banquet and catering services, and to organize, merchandise, and execute the events
- Designed, developed, monitored, and optimized digital marketing campaigns including online, email, and social media advertising
- Developed solutions to improve event operations to guarantee high-quality event experience and high levels of audience participation by selecting world-class artists worldwide

Golden 5 City, Red Sea, Egypt - Regional Events and Entertainment Manager

June 2014 - July 2015

- Responsible for the total operations of the Events & Entertainment Department including a team of 68 entertainers in compliance with the policies and operational standards established by the group of 7 hotels, 2000+ rooms, and 70+ outlets located at the Golden 5 City Hurghada (Managed by Princess Egypt Hotels)
- Suggested, created, and executed efficient marketing strategies for event income generation
- Compiled creative and original event attractions based on internal and external resources
- Plan the annual entertainment activities calendar in conjunction with the Food & Beverage, Sales & Marketing, and Public/Guest Relations departments respectively

Red Sea Academy, Egypt - Founder & CEO

Feb 2007 - May 2014

- Conducted marketing research to identify opportunities for professional Entertainers in all tourism sectors
- Managed world-class 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)
- Identified market opportunity and evaluated business outcomes using quantitative methods to expand business with established global brands
- Established organizational disciplines via five continuous years of planning, strategizing, organizing, staffing, leading, and changing, resulting in revenue growth of 1.5M within the first three years

Credentials

- Harvard Business School – Lead 2.1 Hilton Leadership Development Certificate April 2022
- Cornell University - Integrated Marketing 360 Certificate April 2022
- Cornell University - Marketing Analytics Certificate Jan 2022
- Cornell University - Marketing Strategy Certificate April 2022
- Cornell University - Marketing Artificial Intelligence Certificate Dec 2022
- Cornell University - Digital Marketing Certificate April 2022
- Arab Academy for Science, Technology, and Maritime Transport - Sales & Marketing Certificate Jan 2021
- Cornell University - Digital Marketing 360 On-going

Education

Arab Academy for Science, Technology, and Maritime Transport

Diploma: Digital Marketing Sep 2020 - June 2021

Diploma: Marketing Brand Strategies Feb 2018 - April 2021

Diploma: Sales Management On-going

High Institute for Computers and Management Information Systems

Bachelor's Degree Major: Management Information Systems, Business Administration Sep 2005 - June 2008

Languages

English (Full professional proficiency) | Arabic (Native) | Italian & Russian (Elementary proficiency)

*****Recommendation letters and endorsements from industry leaders are available upon request.***