

Shariff Hussein Fahmi

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Personal Details:

Saudi Resident • British
Male • Married

Digital Marketing Director

Goal-oriented and dynamic professional with 15+ years of experience in media planning, channel management, and business development. Proven success in maximizing enterprises' sales by utilizing digital marketing platforms. Track record of enhancing overall revenue generation by producing and integrating operational media plans and advertising strategies. Excel at building and executing new business proposals/selling strategies for acquiring prospective clients and driving thorough business growth. Demonstrated ability to collaborate with cross-functional teams for developing and implementing effective marketing tools. Possess excellent communication, organization, and leadership skills. ***Proven expertise in:***

- Marketing & Advertising
 - Media Buying
 - Budgeting & Forecasting
 - Performance Management
 - Digital Campaign Management
 - Real-Time Input & Analysis
 - Process Improvement
 - Customer Service
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PROFESSIONAL EXPERIENCE

Herfy Fsc – Riyadh, Saudi Arabia – November 2020 - Present

Chief Marketing Officer / Head of Franchise and food innovation

In charge of overall revenue and profitability growth, implementing aggressive growth strategies. Managing other cross function department such as Restaurant and Operations, Supply chain, Logistics.

- 3 record sales in the history of 40years of the company (March, May and July)
- Q3 the highest quarterly sales and highest profitability in the history of the company
- Introducing new innovative menu items to drive variety perception
- 3rd Party and Agency relations and negotiations
- Recruited and handpicked the best calibre and talents to join the team
- Received the award of best performing company member
- Lead and launch the new Mobile App project
- Drive through renovation – Enhancing experience (pilot)

McDonald's - Riyadh, Saudi Arabia

Senior Director, Digital marketing, November 2016 – August 2020

Manage overall formulation and implementation of enterprises' digital marketing strategy. Support subsidiaries by serving as point of reference for through digital marketing activities.

Key Contributions:

- Utilized digital platforms and drove sales by 400%.
- Recruited and assembled first digital team the region as well as developed the first digital hub for real-time input/analysis in the entire area.

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- Supervised the production of global McDonalds App and conducted successful launch of the application three months prior to set deadline.
- Enhanced overall performance of online channels and increased annual sales by 153%.
- Achieved first ever McDonald's digital performance award.

UM (Universal Media) - Manama, Bahrain & Riyadh, Saudi Arabia

Regional Media Director/Digital specialist, May 2014 to October 2016

Led a team of six skilled professionals and steered overall digital/media strategy for McDonalds, Viva Bahrain, and Bahrain Development Bank. Oversaw thorough operations pertaining to team, client, and financial departments. Managed media activities for new Telecom launch in KSA.

Key Contributions:

- Maximized overall department growth by 200%, in comparison with 2014.
- Planned, created, and executed successful media marketing strategies for high profile clients.

Mindshare – Kuwait city, Kuwait

Sr. Digital Media Manager, December 2011 to May 2014

Supervised digital marketing activities for Zain Kw and NBK. Devised and delivered key insights and creative ideas to clients for prospective media buys. Collaborated with offline team for building and implementing 360 approach and provided ceaseless support to clients. Ensured excellent flow of billing and invoicing tasks between finance department and suppliers/clients. Facilitated new businesses by gaining and providing prospective work for them. Managed planning and buying as well as developed strategies tackling clients marketing and business objectives. Leveraged an expert knowledge of enterprises' media tools. Built profitable business relationships with digital suppliers and media owners.

Key Contributions:

- Created and integrated new media strategies for all clients.
- Drove overall sales and visibility for Zain account by producing and implementing successful marketing plans with well-engineered media strategies.

Tribal Fusion (Digital Ad network) - Cairo, Egypt/ Noida, India

Country Manager, November 2010 to December 2011

Conducted meetings with prospective customers and existing clients. Gained Nokia, Hyundai, Unilever, and Egypt Food Bank through implementation of expert selling strategies and proposals. Coordinated with agency's decision makers and devised formal plans for identifying and assessing potential business opportunities. Delivered strong presentations by performing extensive research on respective subject matters. Produced accurate forecasting reports based on organizations' revenue growth.

Key Contributions:

- Increased overall growth of TF local network, including Sarmady and Moheet Network.
- Oversaw successful inauguration of company's new office in Cairo.
- Led effective incorporation of new media/advertising agencies and maximized revenue generation.

O.M.D Media Direction – Cairo, Egypt

Media Manager - Planning division, June 2008 to May 2010

Managed office requests for Hewlett-Packard, Efg Hermes, Pepsi-BCC (Best Cheese company), Kia Motors, Rotana Cinema, BBC Arabic, MTV Arabia, Nivea, NTCC (National Telecom Calling Cards Company), and MBR Foundation. Administered online planning and buying activities for local and regional clients. Devised media reports by conducting competitive analysis and media reviews. Carried out comprehensive quantitative

research for developing and integrating new media strategies. Oversaw execution of effective client deals by coordinating with buying team.

Key Contributions:

- Enhanced business efficiency by formulating optimized media plans.

Additional experience as **Head of Digital Media** at Carat and **Senior Media Analyst** at Tarek Nour Communications.

EDUCATION

B.Sc. in Computer Science and Applied Business
City University - Seattle, Washington