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Professional Skills

- MENA region Business Expert using needs, approaches, mind monopolations to reset the minds.
- An experienced team leader Influencing and delegating abilities with high human management skills
- Analytical Critical thinking and judgment, decision making and practical problem solving skills.
- Ability to prioritize independently and creative according to the company policies
- Accuracy and punctuality with effective presentation skills and implementing business procedures
- Professional risk management skills to keep always on right track.
- Provide written communications like documented plans and schedules.
- Ability to work under deadlines and complete projects in a multi-tasking environment with handling many assignments.
- Maintains and monitor quality standards to ensures the top quality
- Planning and organizing schedules coordinate and implements employees training.
- Controlling expenditure and budgeting with cost management strategies for business decisions solutions
- Excellence communication and networking skills and tactfulness to generate positive company image.
- Experienced in developing marketing strategies and Capable of delivering quick solutions.
- Strong sales support and business development processes with in-depth understanding of market needs and competitiveness

Technical Qualifications

- developing project plans, assigning resources, tracking time and progress, creating Gantt charts, scheduling tasks and resources using (Microsoft Project)
- Working with different Development programming languages (Action Script, ASP, C++, XML) using (Flash Developer, Flash Builder, Flex, Visual Studio) and also different servers & O.S. (SQL, MySQL, ISA, OSX, Linux)
- Video editing for recorded meetings and company events using "Final Cut Pro, Premiere" and photo editing applications "Photo Shop, CorelDraw" also other multimedia software "Flash Professional, After Effect, Nero Multimedia Suite"
- Profound knowledge of Law firm software integration (Practice Management, Timesheet, Firm Accounting)
- Working with different broadcast systems (Harris, Grass Valley, Amnion, Darim, Aqua Cast, Orad DVG & HDVG, Deko Cast, Inca, Play box)
- Emergency technical backup for broadcasting/IT systems

Education

- Bachelor of Computer Science - Very Good – 2001

Professional Work Experience

Cairo, Egypt.

General Director 2020 - Present Ali&Co. Law Firm

Duties and Responsibilities:

- Responsible for all process and procedures of law firm administration and operations.
 - Ensuring the firm to serve its clients. Duties include Systems & operational process refinement.
 - Create and implement firm management procedures and firm policy.
 - Implement operations methodologies to manage firm growth and staff performance.
 - Implement staff performance review and feedback systems, timelines, and procedures.
 - Refine and maintain the firm's technology infrastructure to minimize waste and maximize internal efficiencies.
 - Define and implement productivity metrics and dashboards whereby we can more accurately measure and improve firm efficiency.
 - Work with the managing partner to plan and implement the firm's annual marketing and operations Budgets.
 - Improve financial controls and analyze key financial reports to identify inefficiencies in.
 - The firm and spot opportunities for improvement to the firm's bottom-line.
 - Manage the firm's billing functions (e.g. monitoring work in process, creating systems to ensure that completed work gets billed in a Timely Manner).
 - Supervise collections activities.
- Oversee the administrative assistant to facilitate the smooth operation of the back-end operations of the firm.
- Collaborates with the managing partner on the firm's overall business plan annual marketing plan.
 - Manage marketing materials' development and implement the marketing plan and strategize opportunities to improve marketing of the firm.
 - Manage the firm's relationships with current clients, former clients, and outside referral sources.
 - Determine fee-earner and non-fee-earner hiring needs. Recruit, interview, and screen applicants for attorney and non-attorney positions.
 - Orient, train and act as the firm's supervisor of all staff.
 - Implement and enforce the firm's personnel rules and employment policies.
 - Supervise the payroll function and administer the firm's benefit plans.

Key Achievements:

- Restructure the firm chart and business infrastructure
- Implement the new firm identity online /offline with new strategies
- Implement the firm policy , handbook, financial system, timesheet system, IT infrastructure
- Working on Ali&Co. annual business plan with new business concept

Cairo, Egypt.

Brand & Marketing Manager 2013 - 2018 Samsung Digital Shop

Duties and Responsibilities:

- Analyze brand positioning and consumer insights within Samsung global standers.
- Creating the marketing plan and establish marketing goals based on annual financial targets.
- Organizing and representing SamsungDigitalShop in promotional events and press conferences
- Develop marketing strategies, campaigns, and initiatives to improve public perception of company.
- Prepare and monitor the branding & marketing budget on a quarterly and annual basis.
- Release media promotional offers about new products within Samsung global standards.
- Researches and analyses market trends, demographics, pricing schedules, competitor products, and other relevant information to form marketing strategies
- Lead creative development to motivate the target audience to come for SamsungDigitalShop.
- Develop and maintain corporate identity and oversee the new and ongoing marketing and advertising activities.
- Manage the marketing and business development team working on brand initiatives to improve sales
- Approves and oversees the creative development of promotional materials, website content, advertisements, and other marketing-related projects
- Communicates with various advertising agencies, printers to help marketing projects come to fruition
- Build strategic relationships and partner with vendors and representatives.
- Align the company around the brand's direction, choices and tactics
- Compile comprehensive information about the SamsungDigitalShop for the media.
- Measure and report performance of all marketing campaigns, and assess ROI and KPIs
- Monitor market trends, research consumer markets and competitors' activities
- Tracks all marketing and sales data and creates detailed written reports and verbal presentations to bring to senior executives

Key Achievements:

- Increasing the revenue of the company by 12%
- Implement the company business plan & action plan for (2015,2016,2017,2018)

Cairo, Egypt.

Marketing Manager

2011 - 2013

Broadcasting Technologies

Duties and Responsibilities:

- Identify, develop, and evaluate marketing strategy, based on knowledge of establishment objectives, market characteristics, and cost and markup factors.
- Evaluate the financial aspects of product development, such as budgets, expenditures, research and development appropriations, and return-on-investment and profit-loss projections.
- Deploy successful marketing campaigns and own their implementation from ideation to execution
- Formulate, direct and coordinate marketing activities and policies to promote products and services, working with advertising and promotion managers.
- Direct the hiring, training, and performance evaluations of marketing and sales staff and oversee their daily

activities.

- Negotiate contracts with vendors and distributors to manage product distribution, establishing distribution networks and developing distribution strategies.
- Consult with product development personnel on product specifications such as design, color, etc.
- Compile lists describing product or service offerings.
- Use sales forecasting and strategic planning to ensure the sale and profitability of products, lines, or services, analyzing business developments and monitoring market trends.
- Select products and accessories to be displayed at trade or special production shows.
- Confer with legal staff to resolve problems, such as copyright infringement and royalty sharing with outside producers and distributors.
- Coordinate and participate in promotional activities and trade shows, working with developers, advertisers, and production managers, to market products and services.
- Initiate market research studies and analyze it.
- Conduct economic and commercial surveys to identify potential markets for products and services.

Cairo, Egypt.

Deputy Managing Director 2008 - 2011 Albrahin Broadcasting Services

Duties and Responsibilities:

- Implementing the new media strategies and media plans to fit the new business plan
- Identifies responsibilities and specifies the tasks, determines priorities and relationships to the company objectives to achieve coordinated efforts and responsibilities
- Decides the recruitment to filling job positions with the right staffs and selects vendors for external projects and oversees their performance to ensure that schedule, quality, and budget are met
- Directing media campaigns & events and administers media programs by confers with media representatives, advertising agencies and managers to establish the objectives and strategies within Alnas TV budget
- Monitor the cash flow with budget management procedures
- Evaluates the quality of production and detects potential and actual deviations
- Maintains worry-free environment and ensure that the TV technics & equipment's always updated
- Gathers all information of departments to measure their performance, and decides on the necessary and corrective actions of its subordinates for violations of the rules, policies, procedures and regulations.
- Directs and oversees the staff and production team and manages performance & conflicts within group to perform team evaluations for work plans and training plans
- Reporting to top level management and communicates with company consultants and other media sources regarding the most recent technologies and develops strategies

Key Achievements:

- Redirect the channel target audience criteria to include class A and B
- Relaunch the channel with brand new identity and reorientation campaigns
- Increasing total daily reach to be in top 5 Channel on Middle East "IPSOS, TNS, PARK"
- Increasing the revenue of the company by 20%
- Implement Studio 200 and Studio K6 full setup (Lighting, Cameras, Mixers, Audio, Cabling, Servers ... etc)

Dubai, United Emirates.

Channel Manager

2007 - 2008

Venus TV

Duties and Responsibilities:

- Establishment of the company and Identifies responsibilities, plans, policies, priorities, establishes objectives
- Hiring the employees and make recruitment procedures
- Lead the media staff in the running tasks to ensure the quality with the most recent technologies
- Liaising closely with departmental staff and external service providers regard to media production
- Advising GM with media strategies and media campaigns
- Implementing and preparing sales policies and marketing strategies to fit the company cash flow sources
- Monitors budgets and schedules to increase in the company finances and earnings
- Identifying problems, creating choices and providing alternatives courses of actions
- Evaluates and maintains the overall performance to ensure that quality standards and deadlines are met

Key Achievements:

- Implement the Venus campaigns and Multimedia presentations
- Implement Venus control room full setup in Nilesat

Cairo, Egypt.

Media Consultant

2007

Marina TV

Duties and Responsibilities:

- Studying the working of a channel, evaluating its material and preparing positive action plan
- Relaunch the channel from Cairo and coordinate with USA office
- Develop the channel performance, broadcast specifications and the organization for production modules
- Identifying potential audience and building and maintaining marketing strategies
- Developing media plans and policies with executives in the channel
- Motivate workforce through supervisory staff by create well organized work environment
- Ensure total customer satisfaction at all levels and maintains friendly relationship to keep customers track

Key Achievements:

- Launch the first English song channel from Nilesat
- Increasing total daily "IPSOS, TNS, PARK"
- Implement Marina TV control room full setup in Nilesat

Cairo, Egypt.

Marketing Manager

2006

Funoon TV

Duties and Responsibilities:

- Setting and executing marketing strategy across a diverse TV programs and campaigns
- Studying the market to provide focused, well-researched forecasts that will support the TV business planning
- Managing pre-allocated budgets and developing new sales relationships to increase business volume
- Analyzing competent market activity and trends and identifying and exploiting business opportunities
- Develop campaigns that can make quite an impact and innovation of programs and campaigns about the TV
- Develop the channel performance, various broadcast specifications and TV for production modules
- Oversee overall financial management, planning and controls and budget management

Key Achievements:

- Launch the first Arabian comedy channel for gulf region from Nilesat

Cairo, Egypt.

Account Manager

2005

Al-Kalejia Media House

Duties and Responsibilities:

- Meeting and liaising with clients to discuss and identify their advertising requirements
- Planning and directing the advertising campaigns that meets the client's brief and budget
- Presenting ideas and budget to the client and handling campaign costs and invoicing clients
- working to brief media, creative and research staff, and assisting with the formulation of marketing strategies
- liaising with, and acting as the link between, the client and advertising agency by maintaining regular contact with both, ensuring that communication flows effectively
- writing client reports and monitoring the effectiveness of campaigns and arranging and attending meetings

Key Achievements:

- Launch the first music channel campaign for gulf region

Riyadh, KSA.

Project Manager

2001 - 2003 American Village

Duties and Responsibilities:

- Manage current maintenance and enhancement efforts for existing projects
- Offer business analysis and requirement garnering support
- Enable stakeholder processes to elicit and document new systems requests
- Prepare multimedia projects schedule in compliance to project budget and analyse all issues and ensure customer satisfaction
- Develop multimedia projects schedule and ensure adherence to all resources and budget requirements.
- Implementing multimedia projects and ensure the achievement of the best quality standards
- Prepare update on all multimedia projects plans and document all process within required timeframe and coordinate with all clients and line management to analyse client requirements
- Perform tests on all systems to ensure adherence to all business requirements and prepare financial reports and

schedule for all projects

- Directs and lead the staff to ensure that the performance, quality standards, schedules are met

Key Achievements:

- Enhance and develop the CRM section

Cairo, Egypt.

IT

1998 - 2001

CAME

Duties and Responsibilities:

- Plan, organize, direct, control and evaluate the operations of information systems
- Develop and implement policies and procedures for electronic data processing and computer systems operations and development
- Hire and manage information systems personnel and contractors
- Operate and administer computer and telecommunications software, networks and information systems
- Control the computer systems budgets and expenditures and make recommendations about purchase of technology resources
- Oversee troubleshooting, systems backups, data archiving, and disaster recovery and provide support
- Provide orientation to new users of existing technology and training and support on request
- Administration of the company's LAN, hardware, software and network operating system
- Manage Outsourced vendors for email, support/asset management and website hosting

Key Achievements:

- Network Infrastructure for CAME
- CAME website and intranet

References

- Mr. David Isaac Former Skynews Director, +0014804449026