







Walid
Kamel
CV

Marketing & Communication Senior Manager

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Education



High School

Graduated from Saint Josef Maronitte School - Cairo, Egypt



College - Bachelor's degree

Helwan University - Applied Arts "Section printing, publishing & packaging" - Cairo, Egypt



College - Master's degree

Cairo University - Business School Marketing Section - Cairo, Egypt

Skills



Branding
Strategy



Brand
Identity



Social
Media



Marketing
Materials



Printing



Packaging



eCommerce



Websites

Certificates



2014 Web Development Diploma: PHP Programming & My SQL



2019 Digital Marketing Diploma: Ads - Content - Social Media



2019 Lean Business Model: Vflock Course

Experience

Marketing & Communication Senior Manager

12-2018 Till Present

Creative Egypt is the first registered trademark for Egyptian handicrafts, is a national initiative established by the IMC under sovereignty of Ministry of trade & industry.

My Role:

- Marketing plan & strategy for the online and offline store.
- Choosing the suitable marketing activities based on the ROI for each one.
- Develop designs for marketing materials, ads, social media posts, e-newsletter etc
- Developing corporate Identity and applying it for all the branding items used.
- Social media communication strategy for all the platforms.
- Social media advertisement campaigns & scheduling organic posts.
- Communication with stock holder via regular newsletters and email campaigns.
- Building a full integrated e-commerce website.
- Event management.



About IMC: Industrial Modernization Centre was established by presidential decree in Dec 2000 to support the industrial sector to create an enabling & sustainable business environment, in coordination with the ministry of Industry & Trade.

Team Leader

5-2017 Till 12-2018

My Role (Managing MSME Portal team):

- Communication with entities to join the portal.
- Managing the update of the sections (news, events, success stories, business studies).
- Creating modern user interface designs for the new version of the portal.
- Arranging the work-flow between the team to update the portal section.
- Periodically reports and presentations about the portal achievements.
- Creating online application and protocol for partners to join the portal.
- Creating external communication tools for the portal.



About MSME Developing Agency:

The MSME developing agency is the responsible for the MSME and entrepreneurship support in Egypt, they offer funding and technical support, the MSME portal was one of the electronic tools to offer their services through it.

Communication Senior Manager

3-2016 Till 5-2017

My Role (Managing the Communication Department):

- Managing the workflow for the communication team.
- Developing the Internal and External Communication (Electronic & printed Newsletter)
- Infographic Reports & Animated Presentations.
- PDF Internal automated application forms for all documentations between departments.
- Special Brochures and presentations for fund raising department.
- Creating and developing the ITC website.
- Event Management and Creative Theme Concepts.
- Creating Corporate Identity guidelines to be applied for all the branding of the ITC.



About ITC:

The Industrial Training Council (ITC) is a publicly-funded organization affiliated to the Egyptian Ministry of Trade and Industry (MTI). Supervising and coordinating all vocational and technical training programs under MTI.

Visual Communication Manager

8-2007 till 3-2016

My Role (Creative):

Creative Designs for Integrated campaigns - Corporate Identity - Event Concepts (Folders, brochures, catalogues, invitations, e-invitation, cds, banners, roll-ups, backs drops, pop ups). Printed Newsletters, Html / Flash E-newsletters, Stationeries, Printing Ads, Outdoor billboards, Dynamic Presentations.

My Role (Production):

Responsible for the whole production process (Digital/Offset Printing, Giveaways . Event Management).

My Role (Coding):

Responsible for the WS digital Hub Created by me - It's digital communication center for previewing the printed/digital news plus the tv recorded shows. Also Responsible for all digital solutions supplied by my company.



About Weber Shandwick - Cairo:

A Leading global public relations agency with offices in 76 countries around the world. The firm's success is built on its deep commitment to client service.