



Moustafa Abbas

Marketing Manager

🌐 moustafa-abbas.com ✉ moustafa.abbas1707@gmail.com ☎ +201200088420 📅 37

📍 Cairo, Egypt 🌐 moustafa-abbas 📘 Moustafa.Abbas89

PROFILE

Results-driven Marketing Manager with **11+ years** of specialized experience in the mobile and consumer electronics industry across MENA markets (Egypt, Saudi Arabia and Algeria). Proven track record in building brands from the ground up, leading 360° campaigns, and delivering measurable business impact, including scaling Xiaomi's brand awareness to 99% in Egypt and generating +500M EGP in sales revenue with Dubai phone. Expert in digital marketing (SEO, SEM, social media), influencer/KOL strategy, and cross-functional team leadership. Adept at transforming market insights into high-performing campaigns that drive brand growth, customer engagement, and revenue at scale.

KEY ACHIEVEMENTS

- Delivered +500M EGP in sales through Dubai Phone's Anniversary & Black Friday 360° campaigns.
- Led the re-launch of Motorola 2025 in the Egyptian market and HMD with Dubai phone.
- Managed and led all direct marketing communications and campaigns in collaboration with our brand ambassador, Tamer Hosny.
- Built Xiaomi awareness in Egypt to reach 99% during working years.
- Successfully grew daily activation sales from 2,000 to 11,000 devices, positioning the brand as the 2nd largest player in the market after Samsung.
- Drove sales growth during COVID-19 through digital-first and e-commerce campaigns
- Maintained full sales targets during Egypt's foreign currency crisis via strategic budget reallocation
- Achieved +40M organic reach during Ramadan 2022 campaign.
- Generated +15K B2C sales in just 2 days through targeted activation via Jumia.
- Directed +30 successful product launches.
- Organized Egypt's largest gaming event for POCO Egypt.
- Attracted +12K live viewers for a new product launch.
- Led a marketing team of +20 professionals.

PROFESSIONAL EXPERIENCE

Drivo 360° marketing solutions

07/2026 – Present
Cairo, Egypt

Marketing Manager

- Lead end-to-end 360° marketing programmes for consumer electronics and retail clients across MENA — from brand strategy and go-to-market planning through media buying, activation, and post-campaign analysis.
- Translate client business objectives into integrated channel plans grounded in consumer insight and market research, spanning digital, social, influencer/KOL, and offline retail touchpoints.
- Manage client relationships and campaign budgets, coordinating creative, media, and production teams to deliver against scope, timeline, and ROI targets.
- Build performance reporting frameworks across GA4, Meta, and TikTok, presenting insights and optimization recommendations to client stakeholders.

Tecno Mobile

02/2026 – 07/2026
Cairo, Egypt

Marketing Manager

- Rebuilt and restructured the marketing team, establishing a high-performing organization with clear roles, processes, and performance accountability in healthy environment which was missing.

- Led the transformation of Tecno's social media presence by developing a unified brand identity and content strategy, significantly enhancing brand consistency and visibility across all digital platforms.
- Conceptualized, led, and executed major Ramadan campaigns, including "Ramadan Riddles" and "Don't Fast Alone", leveraging creative storytelling to showcase product features in an engaging way tailored to diverse audience segments, including Gen Z, university students, mobile photographers, and everyday consumers.
- Defined and implemented Tecno's social media brand identity, tone of voice, and content framework, creating a consistent digital experience across all consumer touchpoints.

Dubai Phone

Brand Manager

06/2023 – 01/2026
Cairo, Egypt

- Delivered +500M EGP in revenue through Anniversary & Black Friday 360° campaigns
- Spearheaded the brand positioning of Dubai Phone as a premium retailer, successfully achieving authorized reseller status for Apple
- Successfully repositioned the brand with a new brand message “اللي بيتا ثقة”, driving stronger local market resonance
- Led re-launch of Motorola 2025 and HMD in the Egyptian market
- Lead loyalty initiatives to improve customer retention and brand engagement.
- Manage DM budgets, coordinate cross functional teams, and ensure regulatory compliance.
- Plan and execute major brand activations and events.

Xiaomi Technology

Regional Digital Marketing Manager | Marketing Manager Assistant

05/2017 – 05/2023
Cairo, Egypt

- Managed all digital marketing communications in collaboration with brand ambassador Tamer Hosny
- Scaled brand awareness to 99% across Egypt through integrated digital campaigns
- Grew daily device activations from 2,000 to 11,000 units, positioning Xiaomi as #2 in the Egyptian market after Samsung.
- Led crisis management and coordinated with after sales for reputation management.
- Drove significant sales growth during COVID-19 by rapidly shifting to digital-first campaigns and e-commerce activation, capitalizing on increased online consumer demand.
- Maintained full sales targets during Egypt's foreign currency shortage crisis by proactively adapting campaign strategies and optimizing budget allocation toward highest-ROI channels.
- Achieved +40M organic reach during Ramadan 2022 campaign
- Generated +15K B2C sales in 2 days via targeted Jumia activation
- Attracted +12K live viewers for a product launch event
- Organized Egypt's largest gaming event for POCO Egypt
- Managed digital platforms across 3 markets: Egypt, Saudi Arabia & Algeria
- Increased engagement via Xiaomi Photography Academy generated content.
- Delivered reports, insights, and strategic improvements based on performance data.

Infinix Mobile

Social Media Marketing Specialist

02/2016 – 05/2017
Cairo, Egypt

- Managed the complaint reporting system, ensuring timely handling of customer feedback with internal teams.
- Created and managed Facebook groups for Infinix UI and fans, fostering active community engagement.
- Expanded the Community through offline fan meetups and online forums.
- Built relationships with bloggers, reviewers, and YouTubers, and executed influencer (KOL) marketing campaigns.

TECHNICAL SKILLS

Digital Marketing:
SEO, SEM, Social Media Marketing, Email Marketing, Performance Marketing

Leadership & Operations:
Team Leadership, Project Management, Budget Management, Cross-functional Collaboration

Brand & Strategy:
Brand Management, Marketing Strategy, 360° Campaign Management, Market Research

Tools & Analytics:
Analytics & Reporting, Community Management

COURSES

Fundamentals of Digital Marketing
Google

Certified Digital Marketing Associate
Meta

Inbound Marketing Certification
HubSpot

LANGUAGES

English ● ● ● ● ● Arabic ● ● ● ● ●

EDUCATION

Global Marketing Diploma 06/2023
Elsca University Cairo

Five-Year Advanced Industrial Technical Diploma in Electronics 09/2003 – 06/2008
Alexandria Advanced Technical institute Alexandria, Egypt