

KHALED ETLOKHY

DIGITAL PROJECT MANAGER



Phone
00201121289762



Email
khaledeltokhy222@gmail.com



Address
Mokattam, Cairo

SKILLS

PROJECT MANAGEMENT SKILLS

- Project estimation and bidding
- Strategic Planning
- Project planning and development
- Advanced problem solving
- Revenue Growth

DIGITAL MARKETING

- Media Buying
- Digital Analytics
- Email Marketing
- Content Creation
- Google Analytics
- SEO

LANGUAGE SKILLS

English 95%

Arabic 95%

PROFILE INFO

Dynamic Digital Marketing Project Manager with proven ability to manage Digital Projects of all sizes and drive business expansion through uncompromising initiatives that produce revenue growth. Innovative thinker who can plan and implement business strategies to support objectives. Particularly strong in E-Commerce, Digital Marketing, Managing digital Projects, Media Buying, and analyzing data. Also, a Teacher assistant at Arab Academy for Science and Technology specializing in Marketing and Advertising.

WORK EXPERIENCE

FEB 2023
CURRENT

DIGITAL PROJECT MANAGER
ASMA GROUP - FULLTIME

- Provide strategic direction and guidance to cross-functional teams, ensuring alignment with the organization's long-term objectives and goals.
- Cultivate and maintain strong relationships with key stakeholders, both internal and external, to facilitate effective communication and collaboration throughout project lifecycles.
- Efficiently allocate and manage resources, including budgets, personnel, and technology, to enhance project efficiency and cost-effectiveness.
- Identify potential risks and proactively develop mitigation strategies, ensuring that projects stay on track and within scope, even in the face of unforeseen challenges.
- Implement and monitor performance metrics and KPIs to measure project success, regularly reporting to senior management on progress, achievements, and areas for improvement.

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SOFT SKILLS

- Leadership.
- Motivation
- Communication
- Conflict Management
- Trust-Building
- Decision-Making
- Organization
- Time Management

JUNE 2022
JAN 2023

DIGITAL PROJECT MANAGER
FREEZONER360 - FULL TIME

- Identify plans and resources required to meet project goals and objectives by setting realistic timelines and checkpoints.
- Drive team success through shared vision and recognition of quality performance.
- Modify and direct project plans to meet organizational needs.
- Developed and initiated projects, including managing costs, schedule, and Performance.

MARCH 2020
JUNE 2022

DIGITAL PROJECT MANAGER
ASMA GROUP - CONTRACT

- Pitching digital project ideas and securing approval before each project commences.
- Developing new digital project plans in consultation with stakeholders, including clients and staff.
- Outlining the human and material resources required to successfully complete each project.
- Evaluating each project's effectiveness by consulting with clients, consumers, and staff.

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SEPTEMBER 2021
JUNE 2022

DIGITAL MARKETING MANAGER
WOWMART - CONTRACT

- Design and oversee all aspects of the digital marketing department.
- Develop and monitor campaign budgets with more than 800,000 EGP spent till now.
- Plan and manage all social media platforms.
- Prepare accurate reports on the marketing campaign's overall performance.
- Identify the latest trends and technologies affecting our industry.
- Evaluate important metrics that affect our website traffic and target audience.
- Work with the team to brainstorm new and innovative growth strategies.
- Oversee and manage all contests, giveaways, and other digital projects.

SEPTEMBER 2016
PRESENT

TEACHER ASSISTANT
AASTMT - PARTIMER

- Deliver a range of teaching and assessment activities, including tutorials, seminars, and lectures in some instances.
- Contribute to the development of appropriate teaching materials to ensure content and methods of delivery meet learning objectives.
- Participate in the assessment process, using a variety of methods and techniques, and provide effective, timely, and appropriate feedback to students to support their learning.
- Participate in the supervision of practical work, advising on skills, methods, and techniques to assist in the transfer of knowledge.

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EDUCATION

JUNE 2021
JAN 2023

GOOGLE PROJECT MANAGEMENT: PROFESSIONAL CERTIFICATE GOOGLE

- Foundations of Project Management
- Project Initiation: Starting a Successful Project
- Project Planning: Putting It All Together
- Project Execution: Running the Project
- Agile Project Management
- Capstone: Applying Project Management in the Real World

JUNE 2021
JAN 2023

DIGITAL MARKETING MASTERY DIGITAL MARKETER

- Core Concepts of Digital Marketing
- Knowing Your Customer
- The Customer Value Journey
- Content Marketing08-Email Marketing
- Social Media Marketing
- Digital Advertising
- Search Marketing04-Content Marketing
- Community Management
- Data & Optimization

JUNE 2018
JUNE 2019

DIPLOMA : ECONOMICS, MARKETING, BUSINESS ADMINISTRATION PRESIDENTIAL LEADERSHIP PROGRAM

SEPTEMBER 2012
JUNE 2016

BACHELOR: MEDIA

- Autonoma Universidad De Barcelona & Arab Academy For Science, Technology And Maritime
- GPA: 3.83,
- Excellence with Honor
- Majored in Media