

Maro Tadros Georgy

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Objective:

An exceptionally talented Designer with many years of experience in event planning as well as many years of experience in graphic design and video creation is seeking a position in a fast growing company or agency, to deliver high quality projects based on current trends in designs and standards.

Work Experience:

Marketing Graphic Design Specialist, Porsche Centre Egypt - SMG Engineering Automotive Company, Feb 2023 - Present

- Creating and designing a concept for all marketing tools using all graphic programs required.
- Defining requirements, visualizing, and creating graphics including illustrations, logos, layouts, and photos.
- Implementing guidelines for each brand.
- Submitting the designs on the date due.
- Creating new marketing ideas for different promotion.
- Creating new marketing promotions for giveaways.
- Implementing all marketing events, seminars, and conferences.
- Creating event setup, concept, and banners for all brands.
- Submitting and follow-up on invoices.
- Negotiate prices for all productions needed.
- Submitting a monthly report of all activities done.
- Take Video and Photoshoot.
- Creating Videos, Reels, Motion Graphics Video and GIF for all brands.

<http://www.tactic-eg.com/>

Sr. Event Coordinator, Tactic, Aug 2020 - Oct 2022

- Creating and managing events calendar.
- Developing event concepts.
- Managing event budgets.
- Site selection.
- Coordinating logistical elements.
- Organizing marketing material.
- Processing payments and invoices.
- Engaging with vendors and arranging security.
- Liaising with speakers and preparing speaking notes.
- Post-event reporting.

<http://www.transsion.com/en/?language=en>

Team Leader Digital Marketing (Social Media), Transsion Holdings, Nov 2019 – July 2020

- Plan and execute all digital marketing, including SEO/SEM, marketing database, email, social media and display advertising campaigns
- Design, build and maintain our social media presence
- Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs)
- Identify trends and insights, and optimize spend and performance based on the insights
- Brainstorm new and creative growth strategies
- Plan, execute, and measure experiments and conversion tests
- Collaborate with internal teams to create landing pages and optimize user experience

- Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points
- Instrument conversion points and optimize user funnels
- Evaluate emerging technologies. Provide thought leadership and perspective for adoption where appropriate
- Supervising the creation of designs and videos for social media platforms and Print item that are used in the company's branches.
- Preparing and sending reports on a daily, weekly and monthly basis to the main office in China.

Founder & Owner, Public Procurement Office, Jan 2018 – Dec 2018

- Supplying giveaways to companies printed with the company's logo
- Create designs and Video
- Print designs for companies and deliver them to them after printing

Designer Freelancer, Smart Furniture, Aug 2013 – Dec 2018

- Create flyer design
- Create outdoors design
- Create Roll Ups Design
- Create Catalog Design
- Create Brochure Design

Graphic Designer and Video Creator, Freelancer, 2009

- Create flyer, outdoors, roll up, catalog, brochure design
- Create Social Media Platform Designs
- Make motion graphics videos
- Video production industry
- Video color correction
- Video Editing
- Animate logo
- Branding identity
- Shooting videos and advertisements
- Live Streaming through media servers

Certifications:

- 2D & 3D Motion Graphics, Russian Culture Center Cairo Computer Dep, Aug 2021.
- Maxon Cinema 4D R23, Russian Culture Center Cairo Computer Dep, Aug 2021.
- Digital Marketing Specialist Diploma, Creative Academy, Apr 2021.
- Motion Graphic, After Effect Diploma, Udemy, Jun 2021.
- Adobe Premiere Pro CC, for Beginners, Video Editing in Premiere, Udemy, Oct 2020.
- Social Media Marketing for Small Business, LinkedIn Learning, Course Certificate, May 2020.

Education:

Faculty of Arts, Department of Philosophy, Cairo University, 2019

Computer and linguistic skills:

- Arabic, mother tongue.
 - Good knowledge of both written and spoken English.
 - Latin basics.
 - Professional use of Microsoft Office Word, Excel and PowerPoint.
 - Professional use of Adobe Photoshop.
 - Very Good use of Adobe Illustrator, InDesign and Audition.
 - Very Good use of Adobe After Effect, Premiere and FinalCut.
 - Very Good use of Adobe Dimension (3D Program).
 - Very Good use of Cinema 4D (3D Program).
 - Very Good use of Resolume Arena (TV Live Program).
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Soft Skills :

- Develop a marketing plan on social media platforms.
 - Event Planer and Follow up with Supplier.
 - Follow Up With Clients.
 - Collecting Data Base.
 - Prepare Statistical Reports.
 - Building and Executing Business Development Plan, Aligning and Identifying a Strategy to Drive Business Growth & New Customers Acquisition.
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Personal Data :

- Date of Birth: Nov 25, 1994.
 - Place of Birth: Cairo, Egypt.
 - Address: 10 Qassem Ismail St. Shoubra Misr, Cairo, Egypt.
 - Telephone : 223 93 096.
 - Marital Status: Single.
 - Military Status: Finaly Exempted.
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REFERENCES ARE FURNISHED UPON REQUEST