

# MOHAMED MOKHTAR

+994506644987 | m777.mokhtar@gmail.com | Baku, Azerbaijan

---

## Summary

---

Dynamic and results-driven professional with over nine years of experience in shaping brand identities, delivering exceptional customer service, and crafting impactful digital marketing strategies. Skilled in developing and executing comprehensive social media plans to drive engagement, optimize online presence, and amplify brand reach. Proficient in managing paid campaigns, leveraging SEO techniques to enhance visibility, and analyzing market trends to inform strategic decisions. Experienced in leading cross-functional teams, conducting in-depth competitor and consumer analyses, and delivering data-driven insights to fuel business growth and customer satisfaction. A proven leader with a passion for innovation and a track record of driving measurable results.

## Experience

---

### Etisalat Telecom | Dubai, UAE

#### Social Media Manager | 01/2024 - Present

- Conduct product, consumer, and competitor analyses to strengthen brand identity and drive business growth.
- Develop impactful social media strategies, optimizing algorithms to enhance online presence and engage target audiences.
- Collaborate with cross-functional teams to improve product offerings and customer satisfaction based on consumer feedback.
- Train sales representatives on effective social media use to build client relationships and increase sales.
- Craft targeted B2B marketing campaigns that highlight product value, boosting market penetration and brand loyalty.
- Deliver monthly reports on employee performance and consumer insights, providing data for informed decision-making and strategic planning.

### 1996AZ | Baku, Azerbaijan

#### Community Manager | 01/2023 - 01/2024

- Led teams in building strategic partnerships, managing budgets, and implementing innovative marketing strategies to drive engagement and growth.
- Cultivated strong relationships with community members and managed technical aspects of community platforms to enhance user experience.
- Promoted best practices and contributed to a dynamic, engaging environment for gamers by advancing gaming communities and setting industry standards.

### Sawa | Dubai, UAE

#### Community Manager | 05/2022 - 12/2022

- Managed social media channels, securing 8,500 potential players for a pre-registration event within the first week through organic efforts.
- Localized the game for the Arab market by conducting in-depth competitor analysis, increasing market reach and regional relevance.
- Implemented effective social media strategies and led a team of 66 game masters to ensure a seamless user experience.
- Organized events and integrated player feedback to enhance satisfaction and engagement, supporting approximately 25,000 Arabic players in the MENA region.

### Sawa | Dubai, UAE

#### Customer Success Manager | 09/2021 - 05/2022

- Led the localization of Sawa Baloot in Saudi Arabia by analyzing and integrating player feedback for impactful updates.
- Resolved issues promptly to meet company KPIs, supporting over 5,000 loyal players by ensuring their needs were addressed.
- Enhanced brand visibility and fueled business growth through collaboration with cross-functional teams.

### Etisalat | Dubai, UAE

#### Customer Service Executive | 09/2017 - 09/2021

- Resolved complex issues for VIP clients, including high-profile individuals, ensuring their concerns were addressed with care and efficiency.
- Provided timely support through social media and phone channels, consistently exceeding monthly KPIs by 80%.
- Delivered exceptional service and maintained high standards, contributing to superior customer experience and reinforced client satisfaction.

### Lava Prints | Dubai, UAE

#### Sales Executive | 10/2015 - 09/2017

- Consistently exceeded sales targets by building strong client relationships and closing high-value deals.
- Expertise in branding strategies and effective communication resulted in increased customer acquisition and significant revenue growth.
- Leveraged negotiation skills to cultivate long-term partnerships, contributing to the company's market presence and success.

## **Skills**

---

Arabic: Native, English: Proficient, Azeri: Beginner, Social Media Strategy, Community Engagement, Customer Relationship Management, B2B Marketing, Market Analysis, Team Leadership, Negotiation, Customer Service, Branding Strategies, Digital Marketing, SEO, SEO Tools, Search Engine Optimization, Search Engine Marketing, Google Analytics, Google Ads

## **Education**

---

University of Sadat City  
Bachelor of Egyptology | 12/2012

## **Languages**

---

English, Arabic

## **Certificates**

---

Starting and Planning Projects, Teamwork Skills: Effective Communication in Groups, Managing Personal and Professional Time, Creating a Project Contract Using Google Docs, Fundamentals of Data Analysis Using Google Sheets, How to Add Organizational Templates in the Trello App, How to Plan a Content Calendar Using the Trello App, How to Use Events and Indicators in Facebook Analytics, How to Use Mailchimp, How to Use the Sandline App, Influencing People, Learn How to Learn, UAE Driving License, Azerbaijan Driving License