

Contact: [requests@webdesign-egypt.com](mailto:requests@webdesign-egypt.com)

**WEB SITE DEVELOPMENT AND CONSULTANCY**

**SINCE 2005**

**Portfolio** [www.webdesign-egypt.com](http://www.webdesign-egypt.com)

- Website design and development (HTML) – the objective is to ensure company websites reflect good business sense
- Search Engine Optimization (SEO) - improve the volume and quality of traffic to a web site from search engines via natural ("algorithmic") search results
- Web master maintenance services

**BUSINESS AND MARKETING CONSULTANCY**

**SINCE 1999**

**Evision (information security compliance and risk management)**

- General marketing and business consultancy
- Development of 3 year business strategy plan
- Development, SEO and maintenance of company website

**Medsofts (commodity trading and supply-chain management)**

- Presentation consultancy for strategic investment decision
- Development of company website and SEO services

**PricewaterhouseCoopers (Tax line of service)**

- Provide general business consultancy to the Tax Line of Service
- Strategic projects: Quality & Risk Management office review 2005

**Wadi Group (agro business and industry)**

- Development of 5 year business plan and recommendations for strategic investments
- Marketing consultancy on business communication and corporate direction
- Development, SEO and maintenance of company websites. Wadi Glass [wadi-glass.com](http://wadi-glass.com) Wadi Food [wadifood.com](http://wadifood.com) Wadi Group [wadigroup.com](http://wadigroup.com) Tabreed [tabreedcoolingpads.com](http://tabreedcoolingpads.com)

**Keys Group Services LLC (serviced offices Egypt, Libya and payroll services)**

- Development of 5 year business model and financial feasibility study
- Development of corporate name, identity
- Development, SEO and maintenance of company website

**Global Brands (information technology)**

- Marketing consultancy on corporate logo, positioning and marketing materials

**Video Cairo (broadcasting and production services)**

- General consultancy on new product concepts; marketing and presentation to TV stations

**Vartan Jewelers**

- Business support, reconciliation of vendor accounts

**Kraft Foods International - a subsidiary of Philip Morris**

- General consultancy on presentations of new category business plans

**Egyptian American Bank**

- General consultancy on the presentation of the 5 year strategy plan, presented to American Express New York HQ

**MARKETING TRAINING & DEVELOPMENT** **1999-2001**

**American University in Cairo**

- Part Time Lecturer -Institute of Management Development-AUC
- Courses given: Integrated Marketing Communications for the International Marketing Certificate

**The World Bank Group and American University in Cairo**

- Workshop facilitator, lead Presenter
- Courses given: Marketing Research, Integrated Marketing Communication (IMC) model

**Integrated Marketing Institute (IMI)**

- Workshops given: Strategic Brand Management, Brand Management and Presentation Skills

**CORPORATE EMPLOYMENT** **1986-1997**

**Gillette Company (now Procter and Gamble)** **1996-1997**

- Marketing Senior Brand Manager

**PepsiCo Foods International** **1993-1995**

- Marketing Brand Manager (Salty Snacks Category)

**Leo Burnett Advertising Agency** **1986-1989**

- Client service for Procter and Gamble, PepsiCo International

**OTHER INFORMATION**

**Formal Education: American University in Cairo**

- Masters of Business Administration (MBA) - February 1991
- Bachelor of Arts in Business Administration with minor in Computer Sciences - Graduated June 1986 with High Honors (GPA: 3.7)

**Web related skills:**

- Business value added to company websites
- Design and develop websites with the use of Adobe CS3: Photoshop, Dreamweaver, and Fireworks
- Search Engine Optimization (SEO) to improve the volume and quality of traffic to a web site from search engines via "natural" ("organic" or "algorithmic") search results
- Web master services and web site maintenance on retainer basis

**Workshops attended:**

- High Performance Leadership (HPL), Negotiation Skills, Total Quality, Crisis Management, Consumer Research Quantitative Application (CONVERT), Presentation Skills

**Languages:**

- English, Arabic, French and Greek (in order of fluency)