

ABDULRAHMAN ELHELEIHY

Regional Brand Strategist

PROFESSIONAL SUMMARY

Regional Brand & Marketing Strategist with 8+ years of experience leading brand growth, go-to-market strategies, and regional marketing across Fragrances, FMCG, retail, and technology industries throughout the MENA Region. Proven track record in brand repositioning, product launches, market expansion, commercial planning, and cross-functional leadership. Experienced in building high-performing marketing teams and delivering measurable business growth through strategic marketing and consumer insights.

WORK EXPERIENCE

Regional Brand Manager at Maison De Maa – MAA ALTHAHAB

Jan 2024 – Present

Cairo, Egypt

- Lead brand strategy and execution across **Maa-Althahab, AquaD'or, and MAJOURI** in MENA region.
- Directed product launches and integrated 360° marketing campaigns aligned with commercial objectives.
- Developed market expansion strategies through consumer insights, competitive analysis, market dynamics
- Managed agencies, cross-functional teams, and international exhibitions in Dubai, Turkey, Nigeria, and Russia.
- Partnered with commercial teams to optimize promotions, inventory planning, and sales performance.

Key Achievements

- Led regional brand repositioning program which increased sales of a new product line by **5x within 2 years**.
- Planned and executed multiple exhibitions in **Egypt, Turkey, Dubai, and Nigeria**.
- Directed a new collection launch ad ([Link](#))

Marketing Manager at Enterperform

Oct 2022 – Aug 2023

Bahrain

- Built the marketing department and led strategy for multiple business units.
- Developed the complete brand identity and GTM strategy for Makanvi, a **virtual real estate app** in Bahrain.
- Led digital marketing, influencer campaigns, and product positioning.
- Managed cross-functional collaboration between product, design, and development teams.
- Established partnerships that increased awareness and customer acquisition.
- Managed online and offline marketing for Algorithmics Bahrain, increasing student acquisition through partnerships, campaigns and social media.

Marketing Executive at ELEKS

Jan 2022 – Oct 2022

Jubail, Saudi Arabia

- Conducted Saudi market research and competitive analysis to support market entry.
- Developed go-to-market strategies for ERP and Healthcare Information System products.
- Worked closely with government and enterprise clients to identify market requirements.
- Collaborated with global headquarters on localization and product roadmap planning.

Marketing Supervisor at Majestic BioPharma

Aug 2021 – Oct 2021

Cairo, Egypt

- Managed strategic partnerships with pharmacy chains across Egypt.
- Supported product launches through market research, commercial planning and brand strategy.
- Worked closely with sales and product teams to maximize market penetration.

Cairo Egypt

- Led **marketing intelligence** initiatives supporting strategic business decisions.
- Spearheaded the marketing workstream during ISO 9001 certification, creating SOPs and documentation.
- Designed and delivered communication **training for 35+ CRM employees**.
- Conducted market research and developed a brand repositioning strategy adopted by leadership.
- Presented consumer and competitive insights directly to executive management.
- Contributed to operations from **35 to 300 branches**.
- Managed celebrity endorsement campaigns and external marketing agencies.

EDUCATION

Bachelor's Degree in Business Administration and Management

Damanhour University

2014 – 2018

Master's Degree in Business Administration (MBA), Global Marketing

ESLSCA University

2019 – 2022

CORE COMPETENCIES

- Brand Strategy
- Go-to-Market Strategy
- Product Marketing
- Market Research
- Consumer Insights
- Marketing Communications
- Brand Repositioning
- Commercial Planning
- Team Leadership
- Stakeholder Management

TOOLS

- Adobe Creative Suite
- MS Office
- Asana
- Trello
- Zoho
- Tableau
- SQL

CERTIFICATES AND WORKSHOPS

- Google Data Analytics (GOOGLE)
- Training of Trainers (TOT)
- Digital Marketing (Udemy)
- Ads Directing Workshop
- Creative Direction Course

PERSONAL INFORMATION

- Date of Birth : 16/09/1995
- Gender : Male
- Nationality : Egyptian
- Address: Heliopolis, Cairo, Egypt
- Email: elhelaihy@gmail.com
- Phone: +201011332726
- [LinkedIn Profile](#)

REFERENCES

- References available upon request.