



Fatema Tammam

Marketing & Customer Experience

With 11 years of experience in customer experience, PR, and marketing, collaborating with international and national organizations, I offer expertise in data-driven campaign analysis, strategy optimization, impactful execution, and innovative problem-solving. Prioritizing customer experience and fostering communications and relationships, I consistently deliver measurable results. Proficient in analytics, strategic thinking, and collaboration, I am eager to contribute my skills and passion to the team's success.

Contact

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Address

Steubenplatz 9, 64293
Darmstadt, Hessen, Germany

Education

2010

Bachelor, Media advertisements and marketing

Faculty of the Applied Arts,
Helwan University, Egypt

2023 - Recent

Master International media, Public Relations and Marketing

University of applied science
Darmstadt

Expertise

- Customer excellence expert
- Public Relations
- Events & Marketing planning
- Storyboards / Content editing
- Creative direction & conceptual
- ISO 9001 QMS Auditing

Language

Arabic - Native
English - Professional
German - Conversational

Experience

2023 - Current

Round Solutions GmbH & Co.KG

Marketing Manager - Student Job

- Strategic Leadership to develop and execute marketing strategies for brand visibility and engagement and lead and mentor cross-functional teams to ensure cohesive efforts.
- Campaign Management to analyze market trends to identify product and campaign opportunities and oversee integrated marketing campaigns across various channels.
- Stakeholder Engagement by fostering strong relationships with clients, partners, and vendors & and staying updated on industry trends and innovations for marketing excellence.
- Tradeshow and Event Management by planning and coordinating tradeshows and events to enhance brand presence & and ensure seamless execution, driving engagement and networking opportunities.

2017 - 2022

GETS german engineering technology service /AHKGerman-Arab Chamber of Industry and Commerce, Egypt

Customer Experience & Marketing Growth Manager - Part Time

- Managed Middle East accounts & and Europe, operations, and marketing with strong relations.
- Promoted German engineering firms in Egypt and the Middle East, with driving marketing and relations growth.
- Analyzed, optimized, and executed collaborative projects.
- Acted as a liaison between Germany, Italy, Libya, Dubai, Switzerland, Austria, and Egypt for innovative partnerships.

2021 - 2023

Hydepark developments, Egypt

Customer Excellence Quality Manager - Full Time

- Developed more than 9 Departments manuals, executed procedures, and managed facilities with a focus on customer experience, working closely with the commercial team for aligned activities.
- Managed a process re-engineering project to improve and consolidate end-to-end service processes; restructured communication flow among 10 departments and cut down paperwork by 75%.
- Monitored projects, conducted audits, and investigated findings to drive continuous improvement by 130% of customer satisfaction, and effective go-to-market strategies.

CERTIFICATES

TÜV NORD ISO 9001 QMS

Lead Auditor 2021

Information Technology Institute, Egypt (ITI)

E-Learning Instructional
Designer

Diploma 2011 - 2012

Goethe Institute, Cairo

B1 - German Language

Dale Carnegie

World class customer success

Analytical skills

Public Relations & Press release

Content Editing

Event Planning and execution

Marketing & Strategy

Content Editing

Customer excellence

Process optimization

Concept design & and art -
direction

UX/UI concept auditing

Documenting & Reporting

Social media strategies

Technical skills

Adobe Photoshop

Adobe Illustrator

Canva

Microsoft Office

Wix Builder

Indesign


Hobbies


Media Art

Karate

Drawing and Crafting

Indoor cycling

 [Fatmaelmoghazy.wix.com/mysite](https://fatmaelmoghazy.wix.com/mysite)

 www.linkedin.com/in/fatema-tammam

Experience

2018 - 2019

Majid Al Futtaim proprties

Communication Tenant delivery Manager - Full Time

- Spearheaded high-budget Fit-out projects for prestigious international brands, utilizing quality improvement techniques and statistical analysis to achieve customer excellence, resulting in a 30% increase in profitability and successful delivery of 120 brand openings within budget and timeline constraints.
- Achieved substantial improvements in H&S testing, product quality, integration, and process enhancement, driving a remarkable 70% increase in customer satisfaction. Pioneered the implementation of automation strategies, effectively elevating operational efficiency.
- Concurrently, established rigorous marketing channel audits and streamlined follow-up processes, contributing to continuous growth and elevated customer satisfaction levels

2016 - 2023

Trend VFX , Egypt

Creative Manager & Production Designer - Freelancer

- Drafted marketing campaign outlines and offered creative direction and concepts tailored to client requirements.
- Oversaw both online and offline accounts, managing tasks like supplier bookings and production allocation.
- Demonstrated proficiency by effectively managing over 95 projects as a freelance production designer and assistant director for prestigious national and international brands, including Dubai, Pepsi, Coca-Cola, KFC.
- April 2023 - August 2023 student Job- office management at Energy Robotics, Darmstadt, Germany
- 2019 - 2022 German & English tutor online & offline - part-time at ORCAS tutoring, Egypt
- 2019 - Current member of Nord-TÜV as auditor for the mystery shopper program, in Egypt.
- 2017/ 2018 Creative & account manager at Tarek Nour advertising, Egypt

Additional Projects - Freelancing

2014 - Current

- Collaborated with Museum Schloss Fechenbach to implement a more sustainable museum approach, achieving a substantial 70% transformation.
- Organized, curated and promoted a Media Art Exhibition at Museum Schloss Fischenbach in Dieburg, Germany.
- Analyzed and optimized marketing accounts for Hajj Campaigns in Saudi Arabia, achieving impactful results (Jan 2014-2016), and was honoured by King Abd Allah.
- Created E-learning courses and conducted an in-depth analysis of tourism quality for a hospitality innovation project with GIZ & Lab of Tomorrow Germany (Jan 2016-2018), resulting in an impressive 80% increase in quality.
- Collaborated with more than 7 international teams for successful REEFA operation projects in Egypt and the Middle East.
- Enhanced instructional design for CIB bank's e-learning courses, resulting in a remarkable 83% improvement in learning experiences.