



Fatema Tammam

M.A. AI, CX and Marketing



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I specialize in enhancing accounts for better customer journeys, personalized communication strategies by leveraging AI-driven analytics, platforms like Salesforce & MARKETO to develop 360° customer profiles and optimize individualized use cases. Currently at Panasonic Connect Europe, I drive CX initiatives across Europe, and previously at Merz Therapeutics, I led similar efforts for the EMEA region. With expertise in managing agile, cross-functional clients and projects, I collaborate with agencies, IT and marketing teams to integrate new data systems and ensure seamless, legally compliant CX solutions. My work focuses on maximizing customer accounts growth, engagement, brand performance, and satisfaction through data-informed strategies, impactful campaigns, and customer-centric innovations.

Professional Experience

06/2025 - Present

Brand and Marketing strategy manager
ProCredir Holding, Frankfurt am main, Germany

- Led brand strategy across European banks, unifying 70% of 360° marketing activities.
- Managed performance of all European banks, aligning strategy through regular leadership meetings.
- Drove client growth via CRM analytics, segmentation, and tailored campaigns.
- Launched ProCredit's first B2B digital matching platform, expanding cross-border reach.
- Optimized digital synchronization (app & web) to strengthen ProCredit's digital image.

08/2024 - 06/2025

AI, PR and Communications specialist
Panasonic Connect Europe, Wiesbaden, Germany

- Managed and expanded key client accounts across Europe, driving engagement, retention, and multi-year growth through AI-driven strategies and value-added solutions.
- Built strong relationships with C-level stakeholders, delivering account plans, accurate performance reporting, and achieving a 15% increase in PR reach within six months.
- Spearheaded digital innovations, including an interactive AI avatar and optimized website UX, enhancing personalized interactions, user engagement, and sales performance.
- Developed training and consultancy materials to equip clients with actionable insights, strengthening long-term partnerships and positioning Panasonic as a trusted transformation partner.

11/2023 - 05/2024

CX and Business Growth Specialist
Merz GmbH & Co. KGaA, Frankfurt am Main, Germany

- Led marketing initiatives across the EMEA region, driving a 35% increase in customer satisfaction through targeted automated digital campaigns and product launches
- Enhanced market insights by collaborating with international teams and utilizing data analysis tools, achieving a 45% boost in strategic decision-making capabilities
- Supported event planning and execution to amplify brand reach and generate high customer engagement
- Optimized digital content and SEO strategies to enhance customer experience, driving traffic and ensuring seamless visibility across multiple customer touchpoints, and digital transformation strategies.

08/2023 - 10/2023

Marketing Senior
Round Solutions GmbH & Co. KG, Neu-Isenburg, Germany

- Achieved a 30% increase in market share by developing and executing targeted marketing strategies
- Boosted engagement by 50% across online, offline, and social media channels through integrated marketing initiatives
- Improved project delivery by 20% by coordinating trade shows and liaising with partners for streamlined communication and efficient deliverables

01/2020 - 02/2023

Customer Excellence Quality Manager
Hydepark Developments, Cairo, Egypt

- Drove a 60% increase in customer satisfaction by designing and implementing go-to-market strategies and quality-focused communication initiatives
- Audited marketing channels and media communications, improving coordination with commercial teams to elevate customer experience
- Created detailed process manuals and sustainable project plans, which streamlined inter-departmental communication by 40%

01/2017 - 03/2019

Communication Tenant Delivery Manager - CX division
Majid Al Futtaim properties, Cairo, Egypt

- Increased customer satisfaction to 80% by implementing health, safety, and CRM-focused communication strategies across multi-country operations.
- Successfully coordinated the annual opening of 120+ international brands, delivering projects on time, within budget, and aligned with global standards.
- Optimized tenant and client communication, improving service quality and achieving a 30% increase in profitability while ensuring long-term retention.
- Built and maintained relationships with C-level executives across EMEA Region, APAC and Europe, developing and executing strategic account plans that supported expansion and upsell opportunities.
- Led cross-functional collaborations to streamline workflows, reducing paperwork by 75% and enhancing operational efficiency.
- Analyzed client performance, identified growth opportunities, and presented regular account reviews with clear KPIs to senior leadership.

Freelance & Volunteer Experience – 2014 - 2022

57357 Children's Cancer Hospital (Volunteer Creative Director & Producer)

- Directed and produced digital content and campaigns, enhancing brand engagement and public outreach

GIZ & Lab of Tomorrow (Instructional Designer for E-learning) – 2016 - 2018:

- Developed instructional content for e-learning projects in the tourism sector, leading to a 20% improvement in learning outcomes. Secured €10,000 in funding from GIZ to support the initiative

Educational Background

Master's Degree in International Media and Communications 10/2022 - 09/2024

Darmstadt University of Applied Sciences, Darmstadt, Hesse, Germany

Bachelor's Degree in Media Advertisements and communication 05/2006 - 05/2010

Hewlan University, Faculty of Applied Arts, Cairo, Egypt

Diploma in E-Learning with a Focus on Instructional Design & Business Administration 01/2011 - 01/2012

Information Technology Institute (ITI), Cairo, Egypt

German Language Certification - B2 Level 02/2019 - 02/2021

Goethe Institute, Cairo, Egypt

Technical Skills

Office Productivity: Microsoft Office Suite (with AI add-ons), Buffer, Monday.com

Design and Creative Tools: Adobe Creative Suite (including Firefly), Canva, Beautiful AI, Adobe Express, VistaCreate, Snappa

AI and Analytics Tools: AI Design Tools, Brandmentions, Sprout Social, Socialmentions, Mentionlytics

Data and CRM Platforms: Salesforce, Microsoft Dynamics 360, Marketo, Athena, HeyGen (chat avatar)

Languages

Arabic: Native

English: Fluent

German: Proficient