

2025

IMFND 

MENTORS

# Abdelrahman Sleem

- With over **18 years** of experience in digital marketing, Abdelrahman Sleem is a highly accomplished professional in the field.
- As the founder of **IMFND Academy** and the managing director of **Oligence**, a leading growth marketing agency,
- Oligence has consistently delivered innovative marketing solutions and achieved remarkable results.
- Abdelrahman holds a pivotal role as an e-commerce consultant for the Human Resources department of the **Abu Dhabi** government, specifically in the **Mawaheb project**.



# Abdelrahman Sleem

- Their expertise and guidance have been instrumental in assisting **UAE citizens** in starting their own online businesses, contributing to the growth of the local economy and fostering entrepreneurship.
- Abdelrahman has also played a significant role in sharing their knowledge.
- Over the span of a decade, they have successfully trained over 10,000 marketing professionals, equipping them with the necessary skills to excel in the field.



Want  
To know  
Our Instructors?

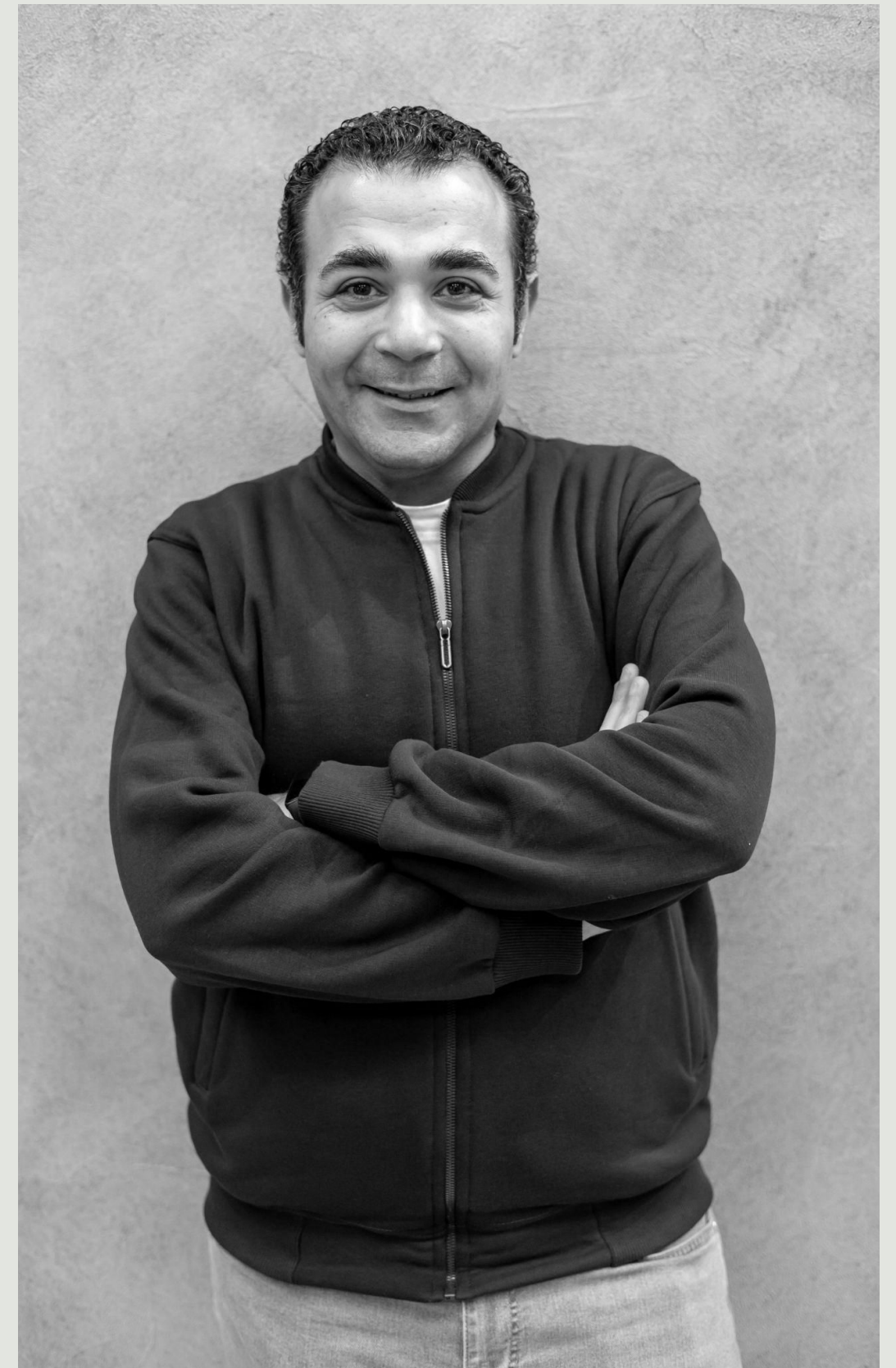




# SAMEH HAMDY

## Senior Digital Marketing Team Lead

- Digital Marketing Manager & a Digital Marketing Trainer with **+16 years** of Experience in Marketing & Digital Marketing.  
Building and creating successful portals, Social platforms, mobile apps,
- Helped organizations of all types to use digital marketing effectively, working with a wide range of businesses, from startups like **ECEC "Egyptian Company for E-Commerce"** through to global organizations Jumia, Mobinil, Egybank, Pepsi, Kia, Honda, Scib Paints as a one of International Business Unit of Asian Paints and Huawei.
- Certified, Search Engine Marketing Expert, Digital Marketing and Inbound marketing.



<http://linkedin.com/in/sameh>

[-hamdy](#)

# HANAA MEDHAT

**Branding Designer/ Advisor |**

**E-Commerce Marketer |**

**Certified Trainer**

- Social Media Consultant/ Trainer; Brand Advisor  
(helped more than **50+ Startups** & Entrepreneurs build their Digital image).
- Branding Designer; **The Design Hub.**
- Senior Graphic Designer/ Social Media Specialist; Hanaa Medhat Designs.
- Senior Graphic Designer; Bates Equity.
- **1500+** training hours



<http://linkedin.com/in/hanaa-medhat-advisor>



# MAGDY ADEL

## Strategic Digital Marketing Trainer

**+17 years** of experience in Digital Marketing.

• **MBA Holder** | PHD in Business Administration 2021 – on process

• Marketing Director (Real estate Group- Georgia- Saudi Arabia).

• Marketing Communication Manager. (**GB Auto**)

• Marketing & CRM Manager at a well-known automotive company (**Bavarian Auto Group**).

Teacher Assistant (Marketing Management & strategic management) Arab Academy for science, technology & Maritime Transport. (2014–2018).

• Free-lancer Trainer (Marketing Management, strategic management & consumer Behavior Digital Marketing) (2015–Present).



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# ABOUZEID

**Experienced E-commerce &**

**Digital Marketing Manager**

**+16 years** of experience in Telecom & FMCG

- E-commerce & Digital Marketing Manager; **Corona.**

- **Technical experience:**

Digital Advertising: Google Ads, Facebook Ads Manager,

LinkedIn Advertising

SEO/SEM: Moz, SEMrush

Data Analytics: Google Analytics, Tableau, Power BI

CMS and E-commerce: WordPress, Drupal, Magento

Email Marketing: Mailchimp, HubSpot



<http://linkedin.com/in/abouzeid-akram>



# IBRAHIM EZZ

## MARKETING DIRECTOR AT UPYO

- +15 years' experience in Digital Media Marketing.
- Awarded with the **Technology Innovation Award 2012** by the Technology Innovation & Entrepreneurship Centre (TIEC)
- Successfully managed online brand reputation for some of the top brands Like:  
  
Vodafone – Egypt /Orange – Egypt/ WE – Egypt  
Ministry of Justice – Qatar/Office of the Prime Minister – Egypt.  
Ford & Lincoln – Qatar/Amer Group/Burger King  
Joly Optics/Zanussi/Applebees – Qatar



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# RANA GOMAA

## DIGITAL MARKETING TRAINER | DIGITAL MARKETING CONSULTANT | MEDIA BUYER

**+12 years** of experience

- Certified from CIM (ACIM)
- Certified Inbound Marketer from **HUBSPOT**
- Certified Media buying Expert from HUBSPOT
- Social Media Trainer since 2013
- Digital Marketing **Consultant** since 2015
- More than **10,000** training hrs
- Experienced in strategic planning, online branding, copywriting and social media advertising.
- Experienced presenter with a demonstrated history of working a lot of industries like real estate, training & education, medical and health industry.

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ranagomaa/](https://www.linkedin.com/in/ranagomaa/)



# ALAA RASHED

Founder of DCN Agency

**12 years** of experience

- MBA Holder
- Marketing Advisor; **ERA Commercial Egypt**
- Social Media Manager; ON Market – Online Grocery Marketplace
- **Marketing Manager**; Shot Menswear Co.
- cooperated with many leading companies in various fields to provide consultations for digital marketing and to develop and implement strategies to reach business goals.
- Trained **500+** in Digital marketing field.



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# DINA OKEIL

## **SEO MANAGER (E-COMMERCE) AT MAJID AL FUTTAIM | EUROPEAN SEARCH AWARDS JUDGE 2024**

+**20 years** in Marketing, with a background in both Offline and Online marketing in the MENA region covering different industries like Pharmaceuticals, Education, Retail and finally E-Commerce.

**SEO Manager** (E-commerce) for one of the biggest retail players in Middle East. Dina's role is to leverage both SEO and ASO activities.

Got the essence of different markets in Middle East & North Africa.

Has a number of guided SEO courses on Coursera. Pursued study MIBA (Major: International Marketing) from ESLSCA -Paris.

Official judge for international SEO & PPC competition like UKsearch award, MENA search award, APAC (China) search award and Global search awards 2023.



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[inaokeil/](https://www.linkedin.com/in/dinaokeil/)



# MARYAM ZAHARAN

## **MARKETING MANAGER | DIGITAL** **MARKETING CONSULTANT**

**+12 years** of experience

- Marketing Manager at **La Casa Egypt**
- Previous Companies and Projects: Sprints.ai – Changeable
  - Karcher Egypt. – Nile projects (Fit & Fix). – job badge
  - KSA. – waradly.com – Barq UAE – AS Arabia – Codex Global
  - Amlaki Group – KEO Business – Benaq for construction & Development.
- Certified Marketing Planning & strategy from **American chamber of commerce** in 2018.



<http://linkedin.com/in/maryam-zahran-4157a4a1>



# YARA GOMAA

**SOCIAL MEDIA AND CONTENT**  
**MARKETING INSTRUCTOR |**  
**CONTENT MARKETING MANAGER**

**10+ years'** experience in digital marketing.

- 8+ years' experience in Content Writing.
- 2+ years' experience in Copywriting.
- 4+ Years' experience in Teaching Content
- Content Writer at Alemni Shokran in Turkey
- Head of Content Marketing and Moderation team at **ROI Speaks**.



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in/yaramgoma](https://www.linkedin.com/in/yaramgoma)



# Mohammed Elbanna

**Digital Marketing Manager – Performance marketing specialist**

**9 years** of experience in media buying.

- Possess a track record of effectively managing multi-campaigns with budgets exceeding **7 million**.

- senior media buyer and performance marketing in 99 Marketing agency –EGYPT | Kayan Real estate – UAE | Peak advertising agence – EGYPT | Gold's Gym – EGYPT | Groovy medical Center – Egypt | Platinum auto – EGYPT | Kazoza Restaurant – UAE | fawzy el kababgy Restaurant Egypt | Holiday Provider – UAE | ABG Marketing agency – Egypt | Paramount.clinic – UAE | Gentlemax Medical Center –UAE | saopaulo Microblading – Egypt | The Brazilian artist Microblading –EGYPT | Molo – Egypt Restaurant | Byoot – EGYPT | HOMESPOT – Kitchenware Egypt

| koshary el tahrir – Emaar – Real estate



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[edelbana992](#)

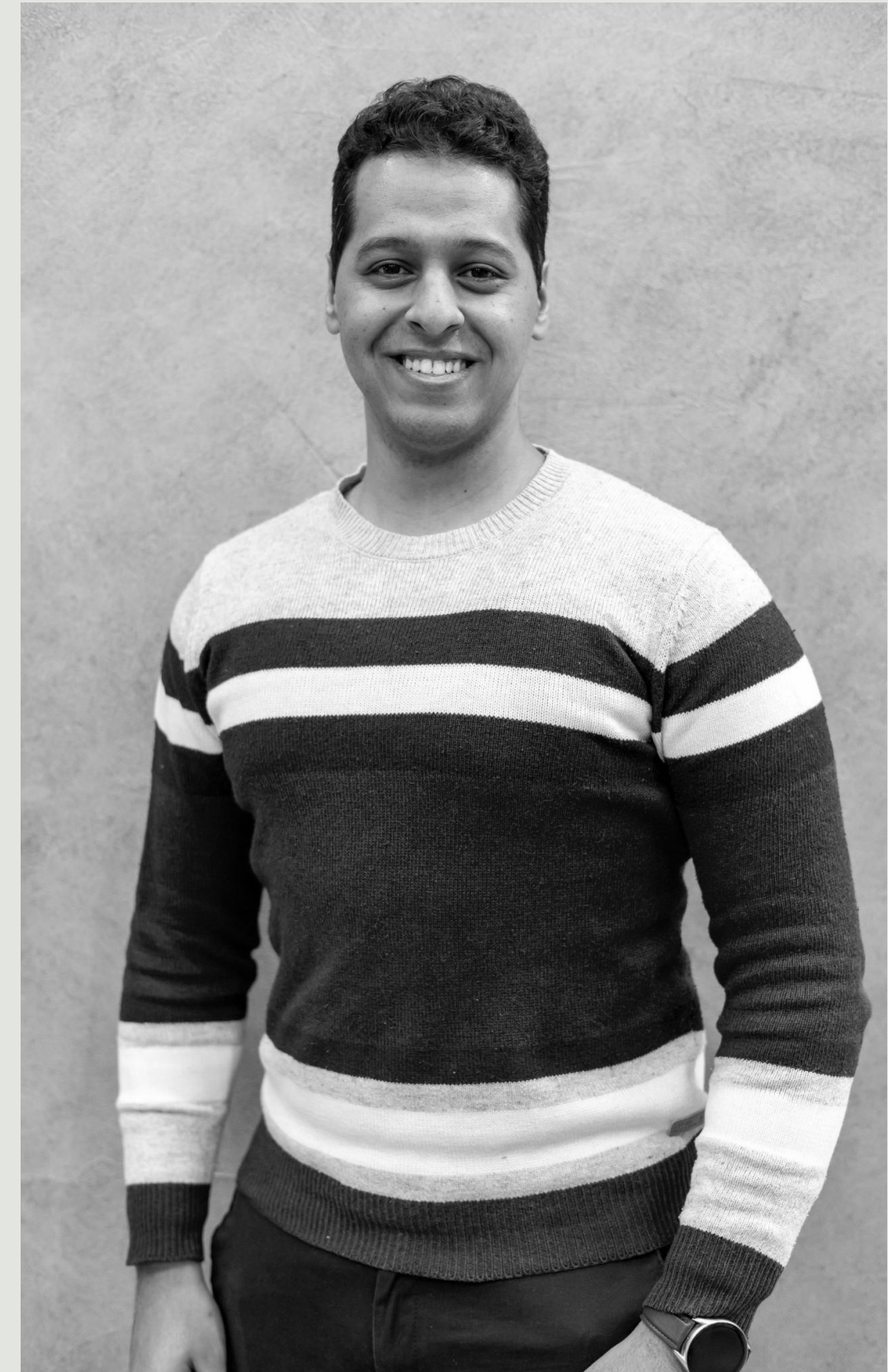


# MOUSTAFA SAYED

**Digital Marketing Strategist**

**Co-founder at APEX Advertising Agency**

- **+9 years** of experience crafting and executing comprehensive marketing strategies in different industries and markets like Egypt, Saudi Arabia, UAE, The US and Canada.
- Senior Digital Marketing Specialist at Tafaseel BPO.
- Former Digital Marketing Team Leader at **Gobooc**.
- Former Digital Marketing Strategist at **GLC Paints**.
- Worked in different industries in **Egypt, US, Canada and GCC**.



<https://www.linkedin.com/in/moustafasayed>



# FATMA SABER

## Social Media Strategist at IMFND

**+9 years** of experience in the SM field

- Managed multi-accounts from different industries in Egypt & Saudi

- Work on different campaigns for brands:

Miro Milk Powder

Mazaq Hot Beverage

Celeste Real Estate Family Doctor

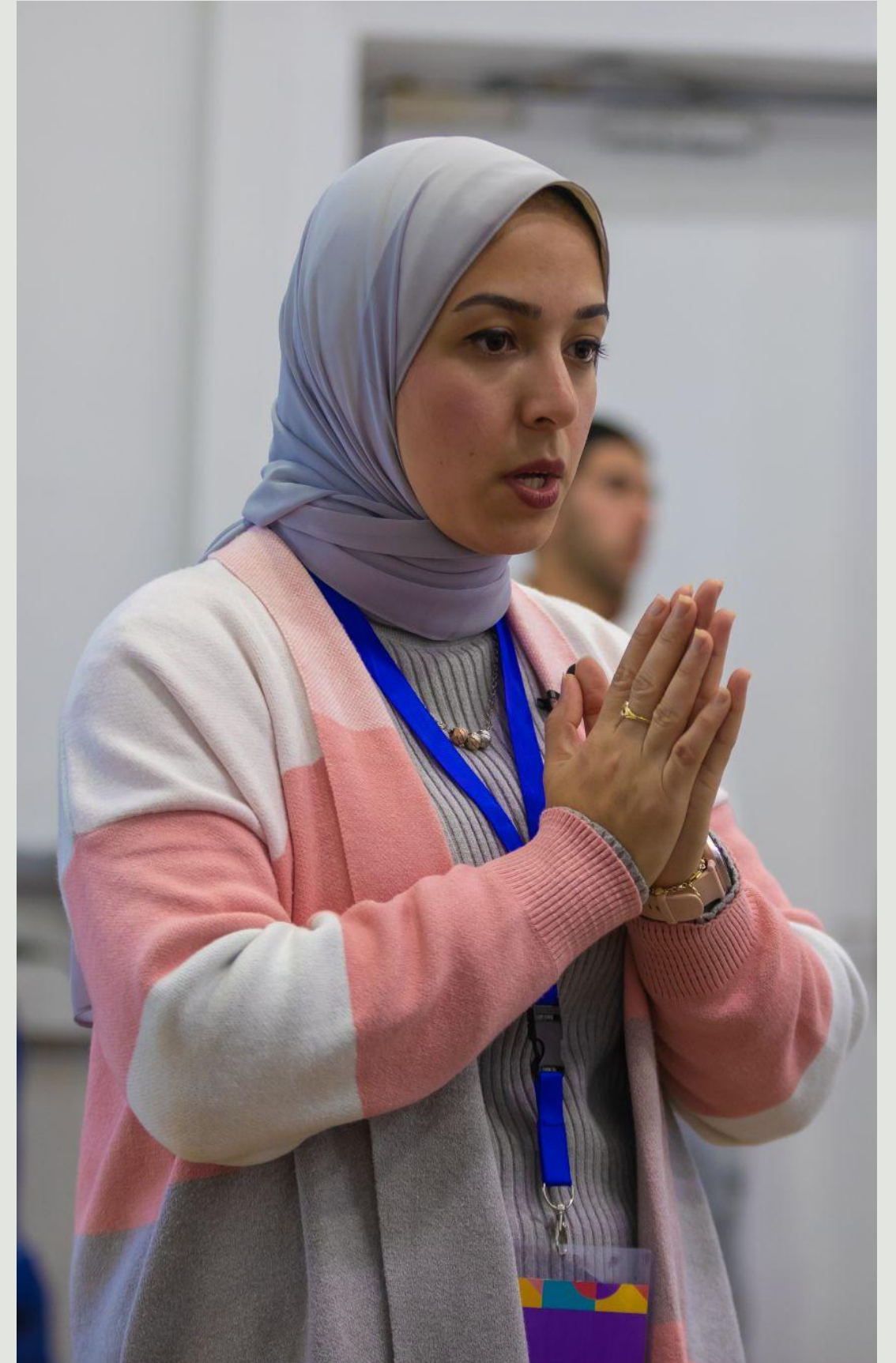
Life CoachERS

Dr Eiad Ramzy

IMFND

Cosrx SA

- Train more than **1000+ person** in Social Media Marketing.



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[/fatma-saber/](https://www.linkedin.com/in/fatma-saber/)

# AHMED MANSI

## Digital Marketing Manager |

### Freelance Media Buyer

- +**7 years** of experience in digital marketing
- Digital Marketing Executive ; KNAUF EGYPT
- Freelance Senior Digital Media Buyer ; **Khairuk KSA**
- Digital Marketing Manager ; أكاديمية إعمل بيزنس
- Senior Digital Marketing Specialist ; **Hefny Pharma Group.**
- Freelance Creative Copywriter ; WHO Regional Office for the Eastern Mediterranean (**EMRO**).

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<http://linkedin.com/in/ahmedmansi94>



# OMAR ABDELAZIZ

## Head Of Digital at Buzzing Inc.

**+7 years** of experience

- Head Of Digital at Buzzing Inc.
- Digital Consultant at Rocket digital marketing agency
- Digital Media Planner at **Hexmea**
- Worked on **+120** account in MENA region
- **+1800** trainees



# EMAN FADEL

**DIGITAL MARKETING MANAGER**

**|COPY WRITER | CONTENT WRITER**

- **+9 years** of experience
- Social Media Marketing **Manager**; Nabih Company in Palestine, where she played a crucial role in helping them penetrate the Saudi market.
- worked in renowned beauty centers in Egypt and gained experience in the field of e-commerce.
- Copywriter; **Archbrella.**
- Content Creator; **Ahtapot Media & Entertainment, Freelance.**



<http://linkedin.com/in/marketingwithemanfadel>



# HEBA HUZHEN

## TEACHING ASSISTANT | ADVERTISING EXPERT

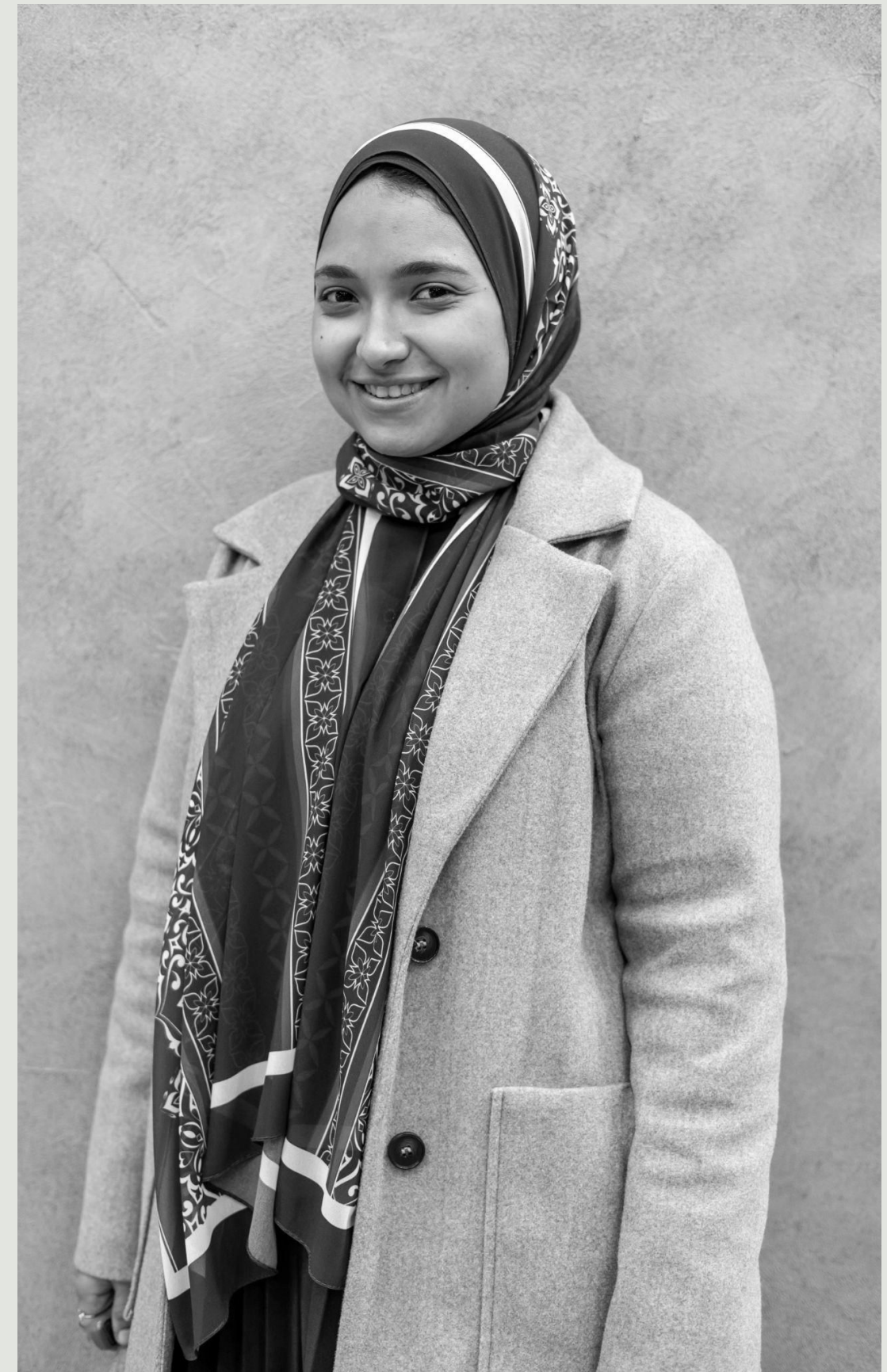
**+10 years** of experience in Digital Marketing, Advertising and PR.

Experience in Gulf Area (Kuwait & Saudi)

– Media Buyer Consultant on different industries like Jewelry, Clothing, & Pharmaceuticals & CNE Campaign for **FIFA World Cup Qatar 2022**.

– Teaching Assistant; **Faculty of Mass Communication, Ahram Canadian University**

– Digital marketing executive for food and beverage



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[a-huzien-0080b2230](https://www.linkedin.com/in/heba-huzien-0080b2230)



# DINA MAHMOUD

**ENTERPRISE COMPETITIVENESS MANAGER AT IMC |**  
**DIGITAL MARKETING FREELANCE | AI MARKETING**  
**MBA Holder**

**+5 years** of experience in digital marketing.

- As a Digital Marketing Executive ,

Digital Marketing

Trainer and Content Creator Freelancer, I have executed impactful marketing campaigns for a variety of clients, including **IMC Academy, Scarfn, and El Rabea Group** and other Brands .

Consultant with more than 10 clients in Egypt & Saudi

I am also currently redesigning the digital strategy for **IMC's official** platform.

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[oudabdellaziz](http://linkedin.com/in/dinamahmoudabdellaziz)



# SARAH NEGM

- **8 years** of experience in the digital marketing industry and has worked with several local and multi-national entities. She has also participated in numerous successful campaigns with some of the biggest production houses and digital agencies in Egypt.
- **Head** of Digital Marketing Department and works as a freelance Digital Marketing Consultant and Media Buyer.
- Digital Marketing Instructor at various institutions, including **Misr University for Science and Technologies, GoMyCode, Ministry of Youth and Sports.**



<https://www.linkedin.com/in/sarahnegmm>

# NOURHAN ABDALLAH

**+7 years** Experience in Digital Marketing .

- Digital Marketing Manager at **Eureka Real Estate** for 4 years.
- Social Media Specialist and Media Buyer, SEO for WordPress website (freelancing).
- Social Media Specialist and Graphic Designer at **shof3aqar.com** for 3 years.
- Graphic Designer for 10 years of experience (**shof3aqar.com** and professional support for technology company).



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# HASSAN FAYED

## Google Ads Trainer

- over **15 years** of experience in digital marketing.
- Worked with major brands in Egypt and the GCC, including **Mercedes-Benz, Ford, Petromen, Nissan, Emaar, Ora Developments, Hyde Park Developments, and JW Marriott Residence.**
- Launched **Florista**, a flower delivery app, along with other significant projects.
- Was a Media Manager for the **French radio station NRJ Egypt.**



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# MUSTAFA ASHRAF

## Digital Performance & Growth Hacking Expert

- **10 years** of experience in developing multi-channel communication strategies through social media channels, search engine optimization, and marketing.
- Highly skilled in developing a distinct online presence for the company and strategies to increase the number of visitors to the company website and **MQLs** for the sales team.
- **A results-driven** individual who uses strong analytic abilities to evaluate end-to-end customer experiences across multiple customer touch points.





# Iyad Yousry

## **Account Manager | Snapchat Instructor**

– he is passionate about leveraging innovative strategies to drive brand awareness and engagement. With a solid foundation in marketing principles and a keen interest in digital marketing, he has excellent analytical skills, creative thinking and great attention to detail.

### **Moving to my technical skills:**

- Digital Marketing (SEO, SEM, Social Media Marketing)
- Snapchat Ads
- Market Research and Analysis
- Marketing Campaign Management
- Data Analytics (Google Analytics, Excel)
- Communication and Presentation Skills
- Google Ads
- Marketing Strategy



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yad-yousry-433537280/](https://www.linkedin.com/in/i<br/>yad-yousry-433537280/)

# Iyad Yousry

- completed 2 Internships in Trapped Egypt as a marketing intern & Reside Development as a digital marketing intern.
- completed Digital Marketing Diploma by IMFND, Digital Marketing course by Udemy Academy, Completed Digital Marketing workshop by Next Academy, Google Ads by Coursera, Create and Design Digital Products using Canva, Create eye-catching logos using Canva for an E-brand.
- Some of my interests is to Keep up with the latest marketing trends and emerging technologies, reading marketing blogs, Exploring Digital Marketing Strategies, Data Analysis and Insights.



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yad-yousry-433537280/](https://www.linkedin.com/in/i<br/>yad-yousry-433537280/)



# Nesma Amir

## **Social Media Consultant for Retail Industry Marketing**

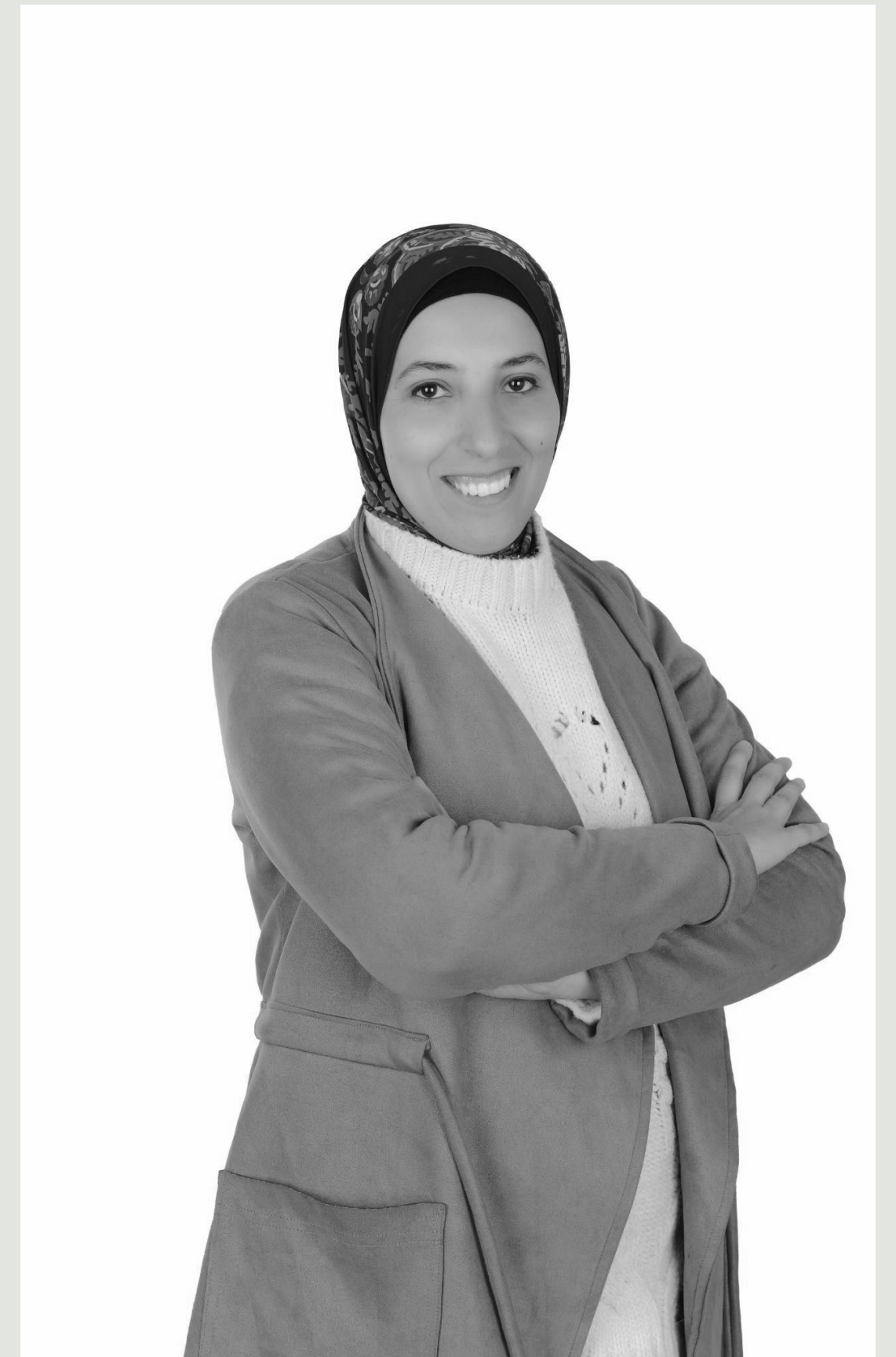
+9 years in Digital Marketing field.

MBA in Marketing – ESLSCA University.

Social Media Manager experienced in Media Buying.

Have a paper published about AI Influencers Impact on Retail Marketing .

My beginning was in agencies where I was responsible for many VIP Egyptian and gulf accounts in different industries, and after that worked as a team leader and trainer. Then, moving to work as a freelancer with many accounts as a social media team manager and trainer and later specialized in the retail industry marketing.



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# Mohamed Medhat

## **Regional Sales Manager**

Regional Sales Manager at Arabyads

Digital Marketing Trainer at MCIT

Digital Marketing trainer at IMFND

Founder of House of basics

Achieved a revenue of more than 1 million \$ per year

Worked on over +100 Social Media Accounts

Run more than +200 campaigns

Senior Account Manager at Awstreams

Judge at Youth of Leaders Foundation

Senior Business Development at Spell advertising

Property Consultant at Maximum Holding

Founder of AIBE SAMS



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# Ahmed Bahaa

**Business Development Strategist | Marketing & Digital**

**Marketing Consultant & Instructor**

- Over 10 years of experience in Business Development, Marketing, and Digital Marketing
- More than 5 years of experience in training and mentoring in the fields of Marketing and Digital Marketing
- Holder of a Master's degree in Business Administration (MBA)
- Doctoral Candidate in Business Administration (DBA)
- Founder & Executive Manager of AB Business Group
- Founder & Executive Manager of MarQuota Agency
- Marketing Consultant for the Continuing Education Unit at Future University in Egypt (FUE)



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[ahaaofficial/](https://www.instagram.com/ahaaofficial/)

# Ahmed Bahaa

**Business Development Strategist | Marketing & Digital**

**Marketing Consultant & Instructor**

- Marketing Consultant for the Egyptian Dental Syndicate
- Marketing Consultant for various medical companies and institutions across Egypt and the Arab world
- Trained over 2,000 trainees in Marketing
- Contributed to preparing more than 500 digital marketing professionals for the job market through IMFND



<https://www.linkedin.com/in/ahb>

[ahaaofficial/](https://www.linkedin.com/in/ahb)



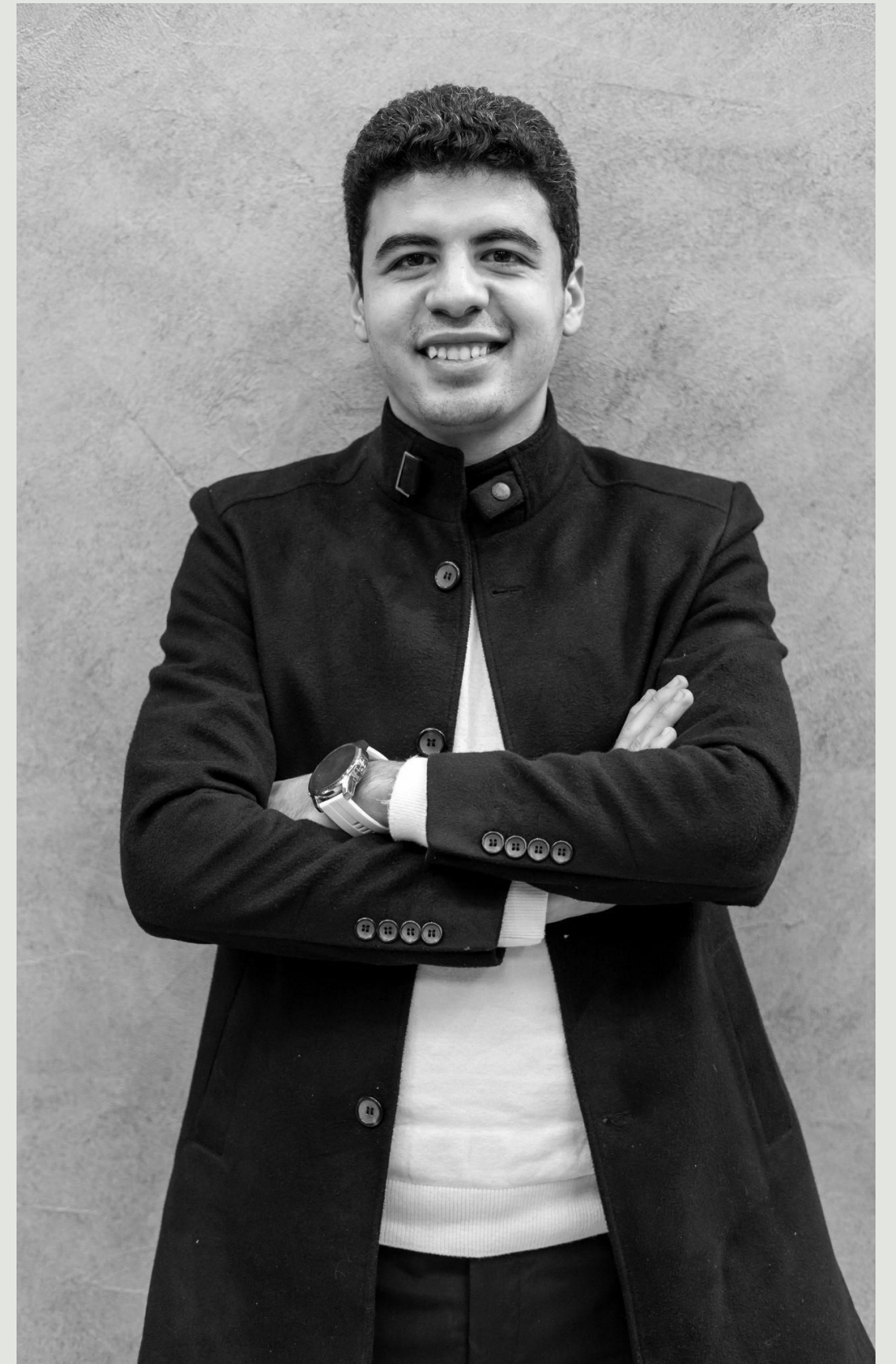
# Salama El Tanany

## Digital Marketing Manager

With a proven track record of over **5 years** in crafting and executing impactful digital marketing strategies in **Egypt and Saudi Arabia**, I have successfully led campaigns that transformed over **20 diverse brands** in different sectors.

I specialize in planning, content marketing, and media buying, with a strong focus on driving measurable results.

From boosting engagement and increasing website traffic to achieving significant sales growth, I leverage data-driven insights to optimize multi-channel campaigns, ensuring seamless customer experiences and tangible outcomes.



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# Sarah Makld

## Digital Marketing & E-Commerce Manager @ RichBake

Certified, data-oriented & strategy-driven digital marketing professional with more than **10 years of experience**.

My digital marketing expertise, along with extensive experience and broad knowledge across all digital marketing tools, spans across agencies and client-side environments, providing me with a well-rounded understanding of the field. Throughout my career, I have successfully built highly effective teams and assisted both local and global brands in developing and implementing impactful digital strategies and campaigns across multiple sectors such as F&B, Retail, Leisure, Real Estate, Hospitality, Health Care, FinTech, Automotive, Fashion, Education, and more.



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**THANK YOU!**