

2025

IMMFND 

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

**Digital Marketing Manager**

**@ Huawei Technologies**

- 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



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# 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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# ALAA RASHED

**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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# MARYAM ZAHRAN

## 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 – Benaad for construction &

Development.

- Certified Marketing Planning & strategy from **American**

**chamber of commerce in 2018.**



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# YARA GOMAA

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

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

- 7+ years' experience in Content Writing.
- 2+ years' experience in Copywriting.
- Senior Content Writer at **Bzns Monster** in Turkey.
- Senior Content Writer at **El Madrasa** in Saudi Arabia.
- Head of Content Marketing and Moderation team at **ROI Speaks**.



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# Mohammed Elbanna

**Media Buyer | Digital Advertising Specialist | Marketing**

## **Strategist**

**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

- **+9 years** of experience in digital marketing.
- 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**.



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# FATMA SABER

## TRAFFIC MANAGER AT IMFND

- **+7 years** of experience in the SM field
- Managed multi-accounts from different industries
- Work on different campaigns for brands:
  - Miro Milk Powder
  - Mazaq Hot Beverage
  - Celeste Real Estate Family Doctor
  - Life CoachERS
  - Dr Eiad Ramzy
  - IMFND
- Train more than **1000+ person** in Social Media Marketing.



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# 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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# 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 HUZIEN

**TEACHING ASSISTANT |**

**ADVERTISING EXPERT**

**+9 years** of experience in Digital Marketing, Advertising and PR.

- Media Buyer Consultant on 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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# 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 .

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



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[oudabelaziz](http://linkedin.com/in/dinamahm)

# 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.**



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# 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.



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**IMFND** 

**THANK YOU!**