**Hussein Khaled Mohamed Abdel-Meguid**

 **Address:** Shouruk City-Mubarak Road No.31

 **Mobile:**  01010180651

 **E-mail:** Mr.Hosayyn@gmail.com

**Teaching Career:**

**Social Studies Teacher (Al Bashaer International School-American Division) 10-2016-Present**

* Teaching American and world History for Grade 11
* Teaching Sociology for Grade 12
* Taught Geography for grades 7 & 8 in 2016/2017 (Semester 1)

**Trainee (Al Bashaer International School-American Division) 3/2016-10/2016**

* Attended Classes with Al Bashaer English and Social Studies Teachers
* Received training on various teaching methods fromAl Bashaer English and Social Studies Teachers

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**Pre-Teaching (Marketing Career)**

**Marketing Manager – Gafman Food (6-2015)- (1-2016)**

**Key Responsibilities:**

1. Formulating marketing strategies & plans
2. Carrying out retail audit analysis, market research, market visits etc...
3. Carrying out ATL & BTL advertising
4. Monitoring marketing budget and expenditures
5. Recommending product modifications to maintain highest profitability levels
6. Recommending & implement pricing for all SKUs
7. Leading and coordinating interdepartmental activities

**Responsible for the Following:**

1. Daily Dutch UHT Milk
2. Gafman Yellow Cheese Range (Daily Dutch Cheese-Landana Cheese- Prima Donna Cheese)
3. Pre-Pain & Europastry Frozen Bakery Range (B2B Sales)
4. A’table restaurant chain

**Category Manager-Dreem Mashreq (6-2009)-(5-2015)** (Market Leader in Powder Desserts and Powder Beverages in Egypt)

**Key Responsibilities:**

* Formulating marketing strategies & plans
* Carrying out retail audit analysis, market research, market visits etc...
* Carrying out ATL and BTL advertising
* Monitoring marketing budget and expenditures
* Recommending product modifications to maintain highest profitability levels
* Recommending & implement pricing for all SKUs
* Leading and coordinating interdepartmental activities

**Launches and Re-Launches:**

1. **Dreem Desserts:** Re-launched Desserts range in 2010 to ensure Dreem’s leadership in the category and further enhance brand equity through:
* A packaging revamp that helped uplift the image of the brand and appeal to higher SECs
* An ABL campaign that clearly communicated the brand’s positioning and helped position Dreem as the undisputed category leader
* Launching Dreem’s new website
* Focusing on Key Accounts by carrying out more space rentals, and consumer promotions without undermining the brand image
* Monitoring merchandising more closely
* Launching and monitoring Dreem’s fanpage on Facebook
* Achieved double digit growth in sales and regained lost share points in previous years
1. **Dreem Baking Aids :**
	* Launched Cake Chef *(combination of BP + cake improvers* )
* Formulated Cake Chef distribution strategy focusing mainly on large groceries and key accounts instead of small groceries and wholesale (Cook’s stronghold) in order to flank Cook’s
* Planned a distribution campain for Cake Chef by distributing free products on large groceries along with POSM using Dreem’s limited number of retail vans
* Rented large shelf spaces in major Key Accounts and distributed free CC sachets on consumers
* Inserted mini-flyers inside Dreem’s Jelly & Crème Caramel boxes to raise awareness & introduce CC to desserts consumers
* Launched CC ABL campaign with the aim of introducing CC to consumers and communicating its superior functional benefits
* Carried out a road show in key locations in Cairo, Alex & Delta
* Launched and monitored Cake Chef’s fanpage on Facebook
* Achieved almost 10% mkt share in just a few months and became the 2nd player in the mkt
* Sold almost 200% of the targeted sales volume
1. **Dreem Powder Beverages (Fruty):** Expanded Fruty by entering unexplored regions, channels & segmentsthrough:
	* Leading Fruty’s expansion into Cairo as well as the retail channel by urging sales team to hire new distributors in Cairo focusing mainly on retail rather than wholesale like before and increasing retail vans in other regions with the current distributors
	* Entering the Jars’ segment (47% of the mkt) in Apr’10 with Fruty Jars building on Fruty’s previous success in the sachets’ segment (49% of the mkt) as well Fruty’s technical superiority *(Fruty powder makes 60% more syrup than other players in the mkt)*
	* Supporting Jars’ launch with a sampling campaign in Key Accounts, coupled with wave of POSM distribution in large groceries
	* Supporting Jars’ launch with a 10sec TVC with a very concise message(*to save production cost and double the benefit of airing budget)* communicating Fruty’s superior VFM equation
	* Succeeded in capturing 12% of the mkt after only 4 months of launching Fruty Jars
2. **Minor Launches:**
	* Launched 3 new flavours in Fruty Concentrate range, which resulted in double digit volume growth
	* Launched a new family size Pack for Fruty Concentrate range
	* Launched 2 new flavours in Ice Cream
	* Launched a new flavour in Cake Mixes, which resulted double digit volume growth
	* Launched a new flavour in Whipped Topping, which resulted in double digit volume growth
	* Launched new family size packs in Jelly and Crème Caramel, which resulted in double digit volume growth

**Brand Manager BEl- Egypt (3-2008) – (9-2008)**

**Functions & Responsibilities:**

* Responsible for achieving categories’ Sales targets, MKT Share objectives, & PL.
* Responsible for developing a full year MKTG Plan
* Responsible for developing category’s sales targets
* Monitor & control MKTG budget
* Plan and Implement all Through The Line activities
* Prepare, recommend & implement pricing for all SKUs
* Lead and coordinate interdepartmental activities with regard to categories’ matters
* Monitor competitive activities

**Brand Manager - Middle East Foods (2/2006)- (9/2007)**

**Functions & Responsibilities:**

* Responsible for achieving Brand Sales targets, MKT Share objectives, & PL.
* Develop a full year MKTG Plan
* Monitor & control MKTG budget
* Plan and Implement all BTL & ABL activities.
* Prepare, recommend & implement pricing for all SKUs
* Lead and coordinate interdepartmental activities with regard to brand matters
* Monitor competitive activities
* Develop a full and comprehensive retail audit analysis on bi-monthly basis
* Responsible for setting company’s sales targets

**Achievements:**

* Achieved a double digit growth in company sales in ’06 vs.’05
* Succeeded in increasing company’s MKT share by 3 share point compared to 2005
* Succeeded in blocking new competitors through an effective ABL Campaign in Fall ‘06
* Carried out a national consumer promotion supported by an ABL campaign in summer ‘06, which resulted in double digit growth throughout the promotion period vs. same period in ‘05
* Took part in planning and executing 2007 re-launch (new packaging, outdoor campaign, key accounts BTL activities)
* Took part in planning and executing 2007 relaunch ABL Campaign (TV, Radio, Outdoors & Press)

**Marketing Specialist (The Coca-Cola Bottling Company of Egypt) 1/2005--01/2006**

* + Developed company’s marketing plan in coordination with KO’s MKTG team
	+ Identify specific marketing tactics that build on consumer and customer insights
	+ Working closely with advertising, promotion and PR agencies and packaging design departments, driving forward the creative ideas
	+ Monitor & assess company’s sales operations in Egypt’s three major regions (Greater Cairo, Lower Egypt & Upper Egypt)
	+ Assessed company’s consumer and trade promotions
	+ Developed company’s Pack Rationalization Strategy
	+ Developed Company’s Sales Forecasts
	+ Took part in launching: Nancy Agram campaign in Feb’05, Dasani Water, Fanta Splash & Sprite New Formula

**II) Educational Background**

**Under Graduate Degree**: Bachelor of Arts ( 2003)

**Major/Minor**: Political Science/Economics/Middle East History

**University**: American University in Cairo AUC

**High School Diploma**: Egyptian High School Diploma

**Concentration:** Mathematics

**High School**: German Evangelical High School in Cairo (DEO) 1997

**Teaching English As Foreign Language (TEFL) 2017**

American Academy in Maadi

**III) Extra Curricular Activities:**

* Head of Cultural Events Committee of the AUC Help Club 2001-2003
* Director, Script Writer & Co-Actor of the AUC Help Club Acting Team 2001-2003
* Took part in two cultural exchange programs between the DEO and high schools in Bremen & Stuttgart

**IV) Language & Computer Skill:**

* Fluent in written and spoken Arabic, English
* Good knowledge of German
* Professional use of MS Office applications

 **Date of Birth:** 22/3/1980

 **Nationality:** Egyptian

 **Marital Status:** Married

 **Military Status**: Exempted