

Atef Magdy Hikal

Marketing & PR Professional
Focus on: Business Development

<https://arabian-falcon.com>



Accomplished Senior Management Professional equipped with over 12+ years of experience in multi-national companies working in the field of **Oil & Gas industry** as well **Telecommunications**. seasoned expertise and dynamism in orchestrating successful business turnaround and growth ventures. Consistently delivered key contribution towards any organization's growth, My strong expertise helped me achieving all my goals and translated vision into meaningful action.

Aspiring to contribute & work actively within Multinational company or any related industry where gained knowledge, expertise and management skills will have a valuable impact.

Personal info

Nationality : Egyptian
Date Of Birth : 10/07/1984
Phone : +974 55 756 773
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E-mail : atefelbehary@gmail.com
Marital status : Married
Address : Ain Khaled, Doha- Qatar

Transferable VISA is available

Website

<https://arabian-falcon.com>

LinkedIn

<https://www.linkedin.com/in/atef-el-behary-714294105>

YouTube

<https://www.youtube.com/watch?v=XRCaLkHTUCM>

Languages

Arabic Native
English Fluent

Education

2016-2017

mini MBA internationally recognized
Degree for Business Education
(In the progress)

2002-2006

Bachelor of Arts - English Literature
Ain Shams University- El Madina
Academy - Cairo - Faculty of
Literature

Strengthens

- Gained 12+ years' Experience Within Diversified Industry.
- WRITING, EDITING, PROOFREADING PRESS RELEASES.
- Arabic – English Expert Translator.
- Professional Web Developer Can Create Any Website.
- Create and Develop Online Software for Any Website.
- Advanced Experience in Video Production (Ads / Commercial)
- Advanced Experience in Designing Flyers, Brochuresetc.
- Prowess in Sales Management & Business Acquisition.
- Policies Implementation/Training & Development skills.

Proven Job Role & Experience.

July 2018 - Present

Simex Group - Qatar.

Public Relations and Marketing Manager.



مجموعة سيمكس
SIMEX GROUP

- Created & Developed 5online software aimed to improve daily works for the group (CRM –Rental Car Software–Email Marketing Software– HRM- Online Room Booking System)
- coordinate and implement Simex's annual public relations and marketing development plans;
- Coordinate with top management in preparing and updating Simex's overall Business Development strategy;
- Co-ordinate with the accounting function to create a budget for the business development function;
- Identify, study and analyze new and potential investment opportunities for Simex;
- Conduct project studies to anticipate changes needed;
- Coordinate with all divisions/departments and subsidiaries to identify and fulfill new projects' needs;
- Develop strategies to expand Simex's business brand.

June 2016 - Present

Well Worth Group - Qatar.

Public Relations and Development
Manager.



WELL WORTH GROUP
TRADING, CONTRACTING & SERVICES W.L.L

- Track and manage hundreds of ongoing client relationships through CRM software.
- Leading the strategic planning process for the assigned brand based on key consumer insights to enhance the current portfolio and improve communication with consumers.

Key Skills

Project Management
Relations Management
Budget Management
Events Management
Soft Skills Management

Technical Skills

MS Windows
Translation both (Arabic & English)
Brochures both (Design & Writings)
Newsletter (Internal – External)
Website developing

Computer Skills

PHP, CodeIgniter, WordPress Online Software

MULTIMEDIA GRAPHIC DESIGNER

Adobe Photoshop, Lightroom | Illustrator

CorelDraw | Adobe InDesign

Video : Adobe After effects, Premiere

Audio : Fruity loops, Adobe Audition

Excellent proficiency of MS Office

Training & Development

ICDL Certified

IELTS Certified

BBSA Certified

Adobe After Effect Training Course

Final Cut Professional Course

Creative photo designer using all adobe products

Awards & Achievements

QSAFE Improvement Team Member 2014

(Q-Chem – Qatar)

Townhall Meeting Committee Appreciation

Certificate (Q-Chem – Qatar)

The Art of Dealing with The Public

(Telecom Egypt - Egypt)

Sept 2012- June 2016

**Qatar Chemical Company Ltd (Q-Chem)
Qatar. (Qatar Petroleum Company)
Public Relations Coordinator**



- Created & Prepared both writing up and Designs for company's brochures and pamphlets including selecting literature materials, photographs, design, and editing.
- Capture the excitement and success company photographs for the company's events.
- Verify and check all invoices received against agreements or estimates and advises the concerned department of any anomalies.
- Coordinate with suppliers and vendors to obtain samples and purchased materials.
- Edit and produce short movie clips for PR internal and external use
- Press releases and Newsletters preparation.
- Company's Event Co-ordination, for the huge events.

June 2011 - July 2012

**Doha Driving Academy, Qatar.
Executive Assistant to the CEO**



- Responsible for developing the academy, schedule and coordinate meetings or conferences, organize electronic file system, support the administrative documentation, and interact with all nationalities of clients
- Customer relationship management: presentation of the Agency in prospecting, monitoring budgets.
- Managing the day-to-day operations by closely coordinating with the staff Preparation of the media.
- Responding promptly to customer enquiries in person or via telephone, letter, and email – always in a professional & efficient manner.

May 2007- June 2011

**TELECOM EGYPT – Cairo, Egypt
Senior Customer Service Representative**



- Involvement in the development of the company's long term planning that identifies new business opportunities, markets and partners.
- Lead a team in the biggest call center in the Middle East that serve millions customers every day (handling calls).
- Improve all interfaces with customers in order to offer superior customer service.
- Provides office support for programs of the call center, handling telephone - email and collaterals.
- Dealing efficiently with questions and queries from customers
- Keeping up to date with all the company's products, services and procedures.
- Directing requests and unresolved issues to other colleagues.

References, NOC and certificates are available upon request