

MIKHAEL RAAFAT AZER

Marketing & Trade Marketing Executive

Brand Activation • Campaign Execution • Digital & Social Media • Retail Execution • Market Analysis

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PROFESSIONAL SUMMARY

Marketing professional with 3+ years of experience across FMCG, F&B, real estate and events, spanning brand marketing, campaign execution and analytical trade marketing. Skilled in building and running multi-platform content and social strategies (Meta, TikTok, LinkedIn), activating promotions, and driving in-market brand visibility and engagement. Combines a creative, brand-led approach with data-driven decision-making using Power BI, scan data and market insights. Adept at managing brand voice, coordinating with agencies and partners, reporting KPIs, and turning strategy into measurable results.

CORE COMPETENCIES

Brand Marketing & Activation • Campaign Planning & Execution • Trade Marketing & Retail Execution • Digital & Social Media Management • Content Marketing & Creation • Market & Competitor Analysis • Promotion & POSM Management • KPI Reporting & Analytics • Product Launch Support • Agency & Partner Coordination • Client Servicing • Brand Voice & Consistency

PROFESSIONAL EXPERIENCE

Trade Marketing Executive

Oct 2024 – Present

Al Seer Trading Agencies | Dubai, UAE

- Build analytical reports and dashboards with Power BI, Power Query, SAP BO, Nielsen, EagleEye, CAT and scan data to guide brand, promotion and commercial decisions across Colgate-Palmolive, 3M, Kimberly-Clark, Heinz, Davidoff and Borges.
- Plan, activate and monitor trade promotions and brand initiatives to strengthen visibility, support sell-out and raise in-store execution standards.
- Conduct regular market visits across key retail accounts to assess BTL execution, shelf visibility, POSM implementation and competitor activity, recommending adjustments to brand and channel teams.
- Manage the company's social media presence and develop content strategies, leading an end-to-end marketing campaign for a corporate-owned brand.
- Translate market feedback and performance data into actionable insights for brand reviews, planning and cross-functional decision-making.

Social Media Coordinator

6th & 7th Editions, 2023 – 2024

El Gouna Film Festival | El Gouna, Egypt

- Developed and managed the festival's social media presence across Meta platforms, publishing daily content throughout both editions.
- Held brand consistency and a unified voice across all channels during high-traffic event periods.
- Coordinated real-time coverage with influencers, talent and production teams across screenings, red-carpet moments and key events.

Content Marketing Manager

Jun 2024 – Sep 2024

HomeVacation Real Estate Agency | Hurghada, Egypt

- Coordinated website and social media listing content with the team to improve property visibility and engagement.
- Developed marketing materials and listing presentations tailored to both clients and property developers.

- Aligned messaging and visuals across digital channels to keep content on-brand and consistent.

Content Marketing Specialist

Jan 2023 – Feb 2024

Dubieland Pet Center | El Gouna, Egypt

- Managed the blog and social media content calendar, growing organic reach by 48%.
- Ran targeted email campaigns to strengthen customer retention and repeat engagement.
- Maintained brand consistency across all content, aligned with the wider marketing strategy.

Junior Marketing Executive

Aug 2022 – Feb 2024

KiKi's Restaurant | El Gouna, Egypt

- Managed all marketing activity, developing strategic campaigns and branded content end to end.
- Increased Google traffic by 26% and social media followers by 40% within three months.
- Built targeted campaigns, landing pages and promotional materials to strengthen brand visibility.

Additional Experience: Public Relations, Cairo International Film Festival, 44th Edition (2022) • Administrative Manager Assistant, Hurghada Military Hospital (2023 – 2024).

AI & PRODUCT PROJECTS

Vanta — AI-Assisted Trade Marketing Platform

In Development

Independent Project

- Designing an AI-assisted platform concept (using Claude and ChatGPT) for market visits, retail execution tracking, reporting workflows, KPI visibility and field-team productivity.
- Defining product requirements, user flows, reporting logic and FMCG retail use cases drawn from hands-on trade-marketing experience.

EDUCATION

Bachelor of Marketing & International Business

2022

Arab Academy for Science, Technology and Maritime Transport — Cairo, Egypt

CERTIFICATIONS

- Project Management Basics (Agile/Predictive) — Project Management Institute (2025)
- Business Growth — Semrush Academy (2024)
- Introduction to Data Analysis — Coursera Project Network (2024)
- Advanced Digital Marketing — Ministry of Communication & Information Technology (2021)
- Introduction to Digital Marketing & Negotiation and Soft Skills — AAST (2020)

SKILLS & LANGUAGES

Marketing: Brand Activation, Campaign Execution, Content Marketing, Social Media Management, Trade Marketing, Retail Execution, Promotion Tracking, Competitor Analysis, KPI Reporting

Tools & Digital: Power BI, Power Query, SAP BO, Nielsen, EagleEye, CAT, Excel, Canva, Meta Business Suite, TikTok, LinkedIn, Content Calendars, Photography

Languages: Arabic (Native) • English (Fluent)