

Areeg Haggag

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Digital Marketing Specialist | Marketing Trainer

PROFESSIONAL SUMMARY

Digital Marketing Trainer with more than 4 years of experience in Digital Marketing, Marketing Strategy, Media Buying and Content Marketing. Experience in delivering training programs, diplomas, workshops, mentoring initiatives and consultation sessions to 100+ learners, graduates, entrepreneurs and startup founders across Egypt. Design and facilitate practical learning experiences that bridge the gap between marketing theory and real-world application. Passionate about empowering learners with industry-relevant skills and supporting their growth professionally and entrepreneurially.

TRAINING & MENTORING EXPERIENCE

National Telecommunication Institute (NTI) | Sep 2025

- Delivered 4 training cohorts: 2 online and 2 offline in Aswan, Egypt.
- Trained approximately 80–120 learners, delivering 360 training hours in total.
- Covered Digital Marketing Fundamentals, Social Media Marketing, Content Marketing, Marketing Strategy, and Media Buying.
- Led practical workshops, supervised projects, and mentored trainees on job-ready skills and portfolio development.

Next Gen Program – Creativa Qena (Dandara Al-Ebdaa) | Mar– Apr 2026

- Mentored participants in marketing strategy, branding, and startup marketing within a multidisciplinary career-readiness program.
- Guided teams working on real startup projects alongside Graphic Design and Video Production tracks.
- Supported participants in developing practical marketing plans and project presentations.
- Provided coaching and feedback to strengthen teamwork, problem-solving, and professional skills.
- Contributed to preparing participants for employment opportunities and collaborative agency-style work environments.

Life Makers Foundation | Mar 2026

- Delivered a 36-hour Digital Marketing training program for 15 participants as part of the Comprehensive Development Project – Qift Center, funded by Banque Misr Foundation for Community Development.
- Trained participants on Digital Marketing Fundamentals, Social Media Marketing, Content Marketing, and Marketing Strategy.
- Designed and facilitated practical workshops and hands-on marketing activities.
- Guided participants in applying marketing skills to entrepreneurship and small business development.
- Equipped trainees with market-relevant skills to enhance employability and self-employment opportunities.

Etisal Assiut – In Partnership with Dandara Al-Ebdaa | Jul 2024 – Oct 2025

- Delivered a comprehensive Digital Marketing Diploma for 23 trainees.
- Trained participants in Marketing Fundamentals, Content Marketing, Social Media Marketing, and Media Buying.
- Conducted practical workshops and project-based learning activities.
- Evaluated trainee performance and provided continuous guidance and feedback.
- Prepared participants for entry-level opportunities in the digital marketing field.

SKY Company | Mar 2024 – Apr 2024

- Delivered foundational Digital Marketing training for 20 students.
- Covered Marketing Strategy, Social Media Marketing, Content Marketing, and Affiliate Marketing.
- Facilitated practical activities and case-study discussions.
- Assisted participants in developing marketing plans and campaign ideas.
- Supported learners in building a strong foundation for marketing careers

PROFESSIONAL EXPERIENCE

Marketing Manager | Utopian Egypt | Jul 2024 – Present

- Lead marketing strategy development and execution across multiple markets.
- Manage integrated marketing campaigns and performance optimization initiatives.
- Coordinate with sales, product, and technical teams to achieve business objectives.
- Oversee product launches and customer acquisition activities.
- Monitor campaign performance and prepare strategic reports.

Freelance Media Buyer | Mar 2023 – Present

- Managed paid advertising campaigns across fashion, retail, solar energy, and e-commerce sectors.
- Developed audience targeting and conversion-focused marketing strategies.
- Optimized campaign performance and advertising budgets to maximize ROI.
- Conducted market research and competitor analysis.
- Worked with multiple brands including Athr Fashion, NIETH, Wanns, Egy Power, BM United, and El Rayan.

Digital Marketing Specialist | Hi Pets, Kuwait (Remote) | Feb 2025 – Aug 2025

- Developed and executed digital marketing campaigns for an e-commerce brand.
- Managed social media channels and localized content strategies.
- Planned and optimized paid advertising campaigns.
- Analyzed campaign performance and implemented data-driven improvements.
- Collaborated with content creators to support business growth objectives.

Marketing Specialist | Green Power | Aug 2023 – Sep 2024

- Developed and implemented digital marketing strategies aligned with business goals.
- Managed social media marketing and content planning activities.
- Utilized CRM tools to improve customer engagement and retention.
- Supported lead generation and customer acquisition initiatives.
- Monitored marketing performance and recommended optimization opportunities.

CERTIFICATIONS

- Digital Marketing Program – Sprints (2025)
- Social Media Marketing – HubSpot Academy (2024)
- Media Buying – HubSpot Academy (2024)
- Management & Marketing – Hilton University (2024)
- Business Development Essentials – almentor (2024)
- Digital Marketing Strategy – Dandara Al-Ebdaa (2023)
- Content Marketing – almentor (2023)
- Marketing & Sales Professional Certificate – Udemy (2023)

EDUCATION

Bachelor of Arts in French Language and Literature
South Valley University | 2020 – 2024