



# Moustafa Medhat Nouh

## PROFILE

A dedicated and ambitious professional with a strong background in business development, marketing communications, customer service, and community operations. Committed to continuous growth, I actively seek opportunities to enhance my skills and broaden my knowledge, whether working independently or in collaboration with a team.

## PROFESSIONAL EXPERIENCE

03/2024 – present  
Cairo, Egypt

### **Creative Minds Software development**

Business Development Executive

- Sourced new leads, building client relationships, negotiating contracts, and closing deals to drive business growth.
- Conducted in-depth market analysis to assess current industry trends and performed competitive analysis to identify weaknesses in competitor strategies, enabling us to capitalize on market opportunities.
- Coordinated project execution post-contract close, ensuring seamless communication between all stakeholders, facilitating smooth project delivery to ensure a long-term client relationship
- Utilized various CRM tools to efficiently track leads, analyze sales performance, and manage client interactions, optimizing our sales strategy.
- Collaborated closely with the marketing and finance teams to develop lead generation strategies and tools, focusing on generating high-quality, qualified leads that align with business goals.

03/2021 – 08/2022

### **Impactic Global GmbH**

Director of Business Development - EU & USA

- Spearheaded lead-generation efforts to establish partnerships with diverse solution providers in the HR industry, driving strategic business opportunities.
- Successfully negotiated partnership contracts for multinational HR conferences, ensuring mutually beneficial agreements that expanded our market presence.
- Managed and optimized digital marketing and event service tools, enhancing the effectiveness of outreach and engagement strategies.
- Maintained client communication throughout the entire partnership lifecycle, from initial contact to contract closure, ensuring a seamless experience and fostering long-term relationships.

03/2019 – 06/2020  
Cairo, Egypt

### **Uber**

Community operations representative

- Supported safety-related incident responses across Egypt, Ghana, Kenya, Morocco, Nigeria, South Africa, Tanzania, and Uganda as part of the Incident Response Team.
- Conducted active account investigations and risk monitoring to identify and mitigate potential user-related threats, ensuring a secure operating environment.
- Enforced strict adherence to safety procedures and guidelines, maintaining high safety standards for user interactions.
- Generated detailed reports and incident documentation, streamlining communication and collaboration between multiple Safety departments for effective resolution.

07/2017 – 01/2019

**Egyptian Pasteurized Egg Products Co.**

Marketing and Public relations specialist

- Contributed to increasing brand visibility and promoting the societal impact of the EPEC brand.
- Managed the online content, highlighting EPEC's history as the first pasteurized egg company in the Middle East, enhancing the brand's legacy and engagement with its audience.

07/2014 – 10/2016  
Cairo, Egypt

**Vodafone**

Customer Service Representative

- Delivered technical support to over 12,000 customers through a live inbound queue, serving the UK & Ireland region.
- Specialized in resolving complex technical issues and implementing long-term solutions to ensure customer satisfaction and minimize recurring problems.

 **SKILLS & EXPERTISE**

**Market Research and Analysis**

**Networking**

**Negotiation Skills**

**Strategic Planning**

**Interpersonal Skills**

**Project Management**

**Lead Generation**

**Customer Relationship Management (CRM)**  
PipeDrive, Hubspot

**Problem-Solving**

**Marketing Knowledge**

**Adaptability**

**Presentation Skills**

**Digital Marketing**

**Data Analysis Tools**

**WordPress/Content Management Systems**

**Collaboration Tools**

**Sales Automation Software**

 **EDUCATION**

2024 – 2025

**Egy Cham Professional HR training track**

Post Graduate Diploma & Certification by HRCI, CPD & SHRM

2011 – 2017

Cairo, Egypt

**German University in Cairo Graduate**

Bachelor degree in Management Technology

- Marketing studies and research major.
- Entrepreneurship and Business Development major.

2008 – 2011

Cairo, Egypt

**Rowad Language School**

American Education Diploma

 **LANGUAGES**

**Arabic** — Native/Bilingual

**English** — Native/Bilingual

 **VOLUNTEER EXPERIENCE**

- Conducted educational development sessions for undergraduates at the American University in Cairo over six semesters, focusing on Egyptian educational development and its history.
- Participated in two charity campaigns, providing second-hand clothing and support to homes in need in Cairo.
- Foundation and leadership of an online community currently hosting over 7000 members, overseeing a full moderation and community management team.
- Contributed to the establishment of the operational structure and marketing team for a startup entertainment venue.