



# Hesham Hegazy

## Senior Operations and Sales Specialist

Senior Operations and Sales Specialist with expertise in managing client transactions, generating sales reports, and driving client acquisition. Focused on streamlining operations and supporting business growth in the CFD markets and investment sectors.

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📍 Dubai

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## SKILLS

Digital Campaign Management	● ● ● ● ●	Client Acquisition Strategy	● ● ● ● ○
Process Optimization	● ● ● ● ○	Performance Analytics	● ● ● ● ○
Sales Reporting	● ● ● ● ●	CRM's	● ● ● ● ●

## WORK EXPERIENCE

### Senior Operations Officer

#### SBD AL DHAHERI Investments (AIWA CAPITAL - BMFPRO)

02/2023 - Present

Dubai - United Arab Emirates

CFD Markets & Investments Corp

Achievements/Tasks

- **Streamlined Financial Operations** : Managed and optimized client deposits and withdrawals, reducing processing time and ensuring compliance with financial regulations.
- **Enhanced Sales Reporting** : Produced detailed and accurate sales reports, providing actionable insights to drive decision-making and improve team performance.
- **Client Acquisition Growth** : Implemented targeted acquisition strategies that increased the client base, leveraging a combination of direct outreach and digital marketing initiatives.
- **Cross-Department Coordination** : Collaborated with marketing and sales teams to align efforts, improve operational workflows, and enhance overall client satisfaction.
- **Marketing Activity Oversight** : Supervised and executed marketing activities, including promotional campaigns and client engagement initiatives, to strengthen brand visibility.
- **Follow-Up Management** : Maintained regular follow-ups with clients and stakeholders, ensuring smooth communication and timely resolution of queries or issues.

Contact : Mrs. Nousa Henedy - HR Manager - +971509462428

### Operations Officer

#### Capital Index Limited

02/2021 - 01/2023

Dubai - United Arab Emirates

(FOREX - FINTECH) Financial Industry

Achievements/Tasks

- **Enhanced Operational Efficiency** : Spearheaded process optimization initiatives, resulting in a 20% reduction in operational bottlenecks and significantly improving daily workflow.
- **Digital Strategy Development** : Led the creation and execution of comprehensive digital marketing strategies, increasing web traffic by 35% and generating a higher volume of qualified leads.
- **Cross-functional Collaboration** : Worked closely with key stakeholders across departments to streamline the integration of new digital tools, improving coordination and overall productivity.
- **Client Acquisition & Retention** : Successfully implemented customer-focused campaigns that boosted client acquisition rates by 15%, while retaining 90% of existing clients through targeted outreach and personalized support.
- **Risk Management Improvement** : Played a pivotal role in refining the company's risk management procedures, minimizing operational risks associated with market volatility.
- **Performance Analytics Implementation** : Developed and applied performance analytics frameworks to track and enhance key metrics, ensuring a data-driven approach to decision-making and strategy refinement.

## WORK EXPERIENCE

### Digital Marketing Manager

#### Amal Khamis Advocates & Legal Consultations

09/2020 - 01/2021

Dubai - United Arab Emirates

Law Firm

Achievements/Tasks

- **Crafted Strategic Communications Plan** : Developed a robust communications strategy with clear goals, crisis management protocols, budget allocation, and a detailed implementation roadmap.
- **PR Research and Benchmarking** : Delivered thorough PR research reports, including trend analysis and best practice benchmarks, ensuring legal advisors and paralegals aligned their practices with industry standards.
- **Google AdWords & SEO Optimization** : Successfully managed Google AdWords campaigns, driving effective keyword strategies and enhancing site architecture, resulting in improved SEO rankings and web visibility.
- **Website Development and Tracking Integration** : Designed and launched the firm's website, integrating key tracking services like Google Analytics, Facebook Pixel, and WebTrends to monitor and analyze online traffic and performance.
- **Actionable Digital Insights** : Produced insightful reports on SEO, conversion rate optimization (CRO), and accessibility, equipping stakeholders with data-driven recommendations to enhance digital engagement.
- **Stakeholder and Influencer Relations** : Cultivated relationships with key social media influencers and bloggers, expanding the firm's reach to targeted audiences and strengthening its digital presence.

### Digital Marketing & CMS Specialist

#### International Institute For Planning & Administrative Development

02/2020 - 08/2020

Abu Dhabi - United Arab Emirates

Training Institute

Achievements/Tasks

- **Executed Comprehensive Digital Campaigns** : Launched and managed campaigns across platforms like Facebook, Instagram, LinkedIn, and Snapchat, alongside PPC campaigns. Also, spearheaded email marketing via Mailchimp and Amazon SES, while implementing push notification campaigns using OneSignal.
- **Developed E-Learning Platform & API Integration** : Designed and built a customer-friendly e-learning platform, seamlessly integrating ZOOM.us through an API, along with an online chat system connected to CRM systems via a managed API structure.
- **Created Multi-Channel Digital Content** : Designed engaging digital content for online marketing campaigns, websites, and physical collateral such as brochures, flyers, and video materials, ensuring consistency across platforms.
- **Performance Analytics & Optimization** : Tracked and analyzed digital marketing performance using tools like Google Analytics, Facebook Pixel, NetInsight, and WebTrends to optimize campaign effectiveness and deliver actionable insights.
- **Landing Page Development & Design** : Designed and developed high-converting landing pages using WordPress, Webflow, Unbounce, and Leadpages, enhancing the institute's lead generation and conversion rates.
- **Social Media & PPC Campaign Management** : Managed and optimized social media and PPC campaigns utilizing content management and optimization tools such as Hootsuite, Buffer, Yoast, Ahrefs, and HubSpot, driving higher engagement and ROI.

## EDUCATION

### Bachelor Degree / BA

#### Faculty Of Arts

05/2015 - 11/2019

Egypt.

## LANGUAGES

Arabic



English



## CERTIFICATES

Google Adwords Certified (05/2018 - Present)

SEMRush Social Media Marketing Certified  
(08/2018 - Present)

Google Analytics Certified (09/2018 - Present)

HUBSpot Inbound Sales Certified (10/2019 - Present)

## ADDITIONAL

Nationality: Egypt

Marital Status: Single

Driving License: United Arab Emirates

Car: Yes