

Caroline Nashat

Emaar South, Dubai, UAE
+971585144099 / caroline.nashat@gmail.com
www.linkedin.com/in/caroline-nashat-9312a87b

Experienced Marketing Manager with over 10 years of experience in marketing, business development, and project management. Proven success in developing regional marketing strategies, executing high-impact campaigns, and driving business growth. Adept at digital marketing, event management, and content marketing. Dedicated to achieving business goals through strategic initiatives that are localized to suit various markets.

Work Experience

Regional Marketing Manager - Middle East & Africa

McGraw Hill, Dubai, UAE | May 2022 – Present

- Develop go-to-market strategies and regional field marketing plans for MEA region.
- Lead marketing campaigns including lead generation, awareness and retention, that resulted in 20% increase in sales.
- Create and localize content for blogs, newsletters, social media and marketing collateral.
- Managed and executed 10+ successful events, earning the “Best International Marketing Campaign of the Year” award.
- Implement CRM data analysis and launch targeted email campaigns using Marketo.
- Lead global projects, including international partners program and marketing campaigns.
- Manage MEA marketing budget and optimize spend for maximum ROI.

Marketing Manager

British Council, Egypt | Jan 2021 – Apr 2022

- Launched a 360-degree marketing repositioning campaign with ATL and BTL activities, initiated in Egypt and then rolled out to whole MENA region.
- Oversaw social media campaigns that generated 100+ leads monthly.
- Planned and executed over 6 strategic events with tailored communication plans.
- Conducted market research and competitor analysis, identifying key growth opportunities.

Marketing Senior Counsellor - MENA

British Council, Egypt | Apr 2020 – Jan 2021

- Managed the launch of IELTS counselling marketing service design project regionally in MENA while leading a diverse team of 18.
- Led marketing teams on various digital campaigns, acquiring 1K new customers at the lowest CPL.
- Designed a full customer journey framework, achieving a 95% satisfaction rate.
- Developed CRM sales conversion processes, with KPI dashboards and reporting.

Business Development & Account Relations Manager

British Council, Egypt | Jan 2019 – Mar 2020

- Formulated business development strategies, acquiring 13 new B2B accounts.
- Managed 7+ projects engaging Ministries, international entities, and clients.
- Managed 40+ B2B accounts with a 98% retention rate.
- Delivered 12+ high-impact events engaging B2C, B2B and B2G audience reaching NPS of 100, and 20+ training and orientation sessions.

Marketing Officer

British Council, Egypt | Jun 2018 – Jan 2019

- Invented and produced sales enablement tools (digital and print).
- Developed social media content calendar across all accounts.
- Generated and localized content for website, social media, videos, and newsletters.

Previous Experience

- **Customer Services Assistant**

British Council, Egypt | Aug 2016 – Jun 2018

- **Administrative Assistant**

Ottobock Company, Egypt | Aug 2015 – May 2016

- **Freelance Translator**

Kalimat Company, Czech Republic | Jan 2014 – Jan 2015

- **Business Development Specialist**

Hindawi Publishing Corporation, Egypt | Aug 2013 – Sep 2014

- **Editorial Assistant**

Hindawi Publishing Corporation, Egypt | Mar 2012 – Aug 2013

Education

- **Master of Business Administration (MBA)** (In Progress)

Edinburgh Business School – Heriot-Watt University | Dec 2023 – Dec 2025

- **Postgraduate Professional Marketing Diploma**

The American University in Cairo | Sep 2018 – Dec 2019

- **Bachelor of English Language and Literature**

Faculty of Al-Alsun / Ain Shams University | Sep 2007 – May 2011

Skills

- **Hard Skills:** Marketing Strategies (B2B/B2C/B2G), Strategic Planning, Budget Management, Digital Marketing, Event Management, Data Analysis, Market Research, Content Marketing, Project Management, and Business Development
- **Technical Skills:** Marketo, ASANA, Google Analytics, SAP, CRM (Sales Force), Microsoft Office (Word, Excel, PowerPoint), Wrike, and Circa
- **Languages:** Arabic (native) and English (advanced)

Additional Information

- Marital status: Single
- Date of Birth: 17/07/1989
- Nationality: Egyptian
- Visa Status: Work Residency Visa