

MOHAMED HOZAYEN

Field Marketing Specialist | Brand Activations | Consumer & Community Engagement

Brooklyn, NY • (702) 277-8639 • mohamedhozayen0@gmail.com • linkedin.com/in/mohamedhozayen0

PROFESSIONAL SUMMARY

Entrepreneurial marketing professional and natural connector with 7+ years of experience building brands, driving consumer engagement, and leading teams across New York and international markets. Co-founded and operated two consumer brands with hands-on experience in brand strategy, paid social advertising, influencer relationship management, and go-to-market execution. Deeply passionate about Red Bull's brand universe — spanning motorsport, culture, and innovation. Multilingual communicator (English, Arabic, German) with a proven instinct for identifying the right audiences, moments, and messages to create genuine brand experiences.

EXPERIENCE

Co-Founder & Brand Strategist | KASKT

New York, NY • Oct 2025 – Present

- Developing a new consumer brand from the ground up — leading market research, brand positioning, and identity development.
- Building target audience personas and consumer journey frameworks to inform a data-driven go-to-market strategy.
- Designing brand content architecture, tone of voice, and channel strategy grounded in deep knowledge of digital consumer behavior.
- Applying lessons from previous brand launches to build a more refined, insight-led foundation before market entry.

Co-Founder & Brand Marketing Manager | Savage Store & Xelo Store

Cairo, Egypt • 2018 – 2019

- Built two consumer brands from scratch — owning all marketing strategy, creative direction, and brand positioning.
- Planned and executed paid media campaigns on Facebook and Instagram Ads, managing audience targeting, A/B testing, and budget allocation to maximize ROAS.
- Sourced, negotiated, and managed influencer partnerships — overseeing content briefs, deliverables, and performance tracking to drive brand awareness and product trials.
- Led go-to-market strategy for new product launches, developing targeted messaging for distinct consumer segments.
- Tracked campaign performance using Facebook Insights and Google Analytics, iterating continuously to improve results.

Front Desk Associate & Member Engagement | Park Fitness Gym

Brooklyn, NY • Mar 2025 – Present

- Serve as the face of the brand for 100+ weekly members — managing check-ins, resolving concerns, and delivering welcoming experiences.
- Build strong member relationships that drive retention, referrals, and long-term brand loyalty.
- Support daily operations including scheduling, payment processing, and administrative tasks.

Customer Experience Representative | Vodafone Corporate

Cairo, Egypt • Jan 2021 – Jun 2021

- Delivered high-quality support to a diverse, high-volume customer base — contributing to a 30% improvement in loyalty scores.
- Identified recurring pain points and communicated insights to improve service delivery.

Customer Service Representative | ARB Call Facilities

Cairo, Egypt • Jul 2021 – Mar 2022

- Maintained a 95% customer satisfaction rating by communicating complex financial information clearly and empathetically.
- Coordinated across internal teams to resolve customer issues quickly, demonstrating cross-functional problem-solving.

SKILLS

Field Marketing: Brand activations, consumer sampling, guerrilla marketing, event execution

Brand Strategy: Positioning, audience segmentation, go-to-market planning, brand storytelling

Digital Marketing: Meta Ads, Facebook Business Manager, Google Analytics, A/B testing, content strategy

Team Leadership: Team building, coaching, delegation, performance management

Networking: Influencer partnerships, community building, key opinion leader identification

Communication: Presentation delivery, multilingual — English / Arabic / German

EDUCATION

Google Digital Marketing & E-Commerce Certificate — Coursera, 2024

Faculty of Law — Ain Shams University | Cairo, Egypt (2020–2024, did not complete)

Ibn Khaldun General Secondary School — Thanaweya Amma | Cairo, Egypt (2020)

Pursued self-directed education in digital marketing, brand strategy, and consumer behavior following university.

LANGUAGES

English (Fluent) • **Arabic** (Native) • **German** (Intermediate – B1)