

MOHAMED HOZAYEN

Marketing & Brand Builder | Social, Content, Influencer & E-Commerce | Trilingual

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SUMMARY

Entrepreneurial marketer with 7+ years building consumer brands from zero — from a fashion label co-founded at 16 that grew to 12K followers, to a solo brand that hit 700 in week one, to KASKT, a headwear label currently in development. Hands-on experience across brand strategy, paid social, influencer partnerships, content creation, social media management, and community building. Google Digital Marketing certified. Trilingual (English, Arabic, German). Brooklyn-based, open to NYC hybrid, remote, or relocation.

EXPERIENCE

Founder & Brand Strategist | KASKT (Headwear Brand)

New York, NY • Oct 2025 – Present

- Developing a consumer headwear brand from concept up — trademark and domain secured, Shopify storefront built, brand identity and product photography produced in-house.
- Brand on pause pending production funding; using the build as a live portfolio piece on positioning, identity, and creator-first launch strategy.
- Documenting the build publicly at caffeinatedbro.com — turning the process itself into content.

Member Engagement & Brand Ambassador | Park Fitness Gym

Brooklyn, NY • Mar 2025 – Present

- Front-line brand representative for 100+ weekly members — creating the welcoming, high-energy experience members associate with the gym.
- Drive retention and referrals through relationship-building — the same community-first approach that grew my previous brands.
- Manage check-ins, member issues, payments, and daily operations in a fast-paced environment.

Sales, Photography & Content Creator | Freelance

Cairo, Egypt • 2022 – 2024

- Pursued marketing work alongside law school — direct sales experience built consumer psychology and closing skills, while freelance photography and video work sharpened creative execution.
- Produced product photography, video content, and ad creative for small brands and personal projects using Adobe Photoshop and editing tools.
- Deep self-study of marketing through Gary Vaynerchuk, Casey Neistat, and Peter McKinnon — the foundation that led to leaving law school in 2024 and earning the Google Digital Marketing certification.

Customer Service Representative | ARB Call Facilities

Cairo, Egypt • Jul 2021 – Mar 2022

- Maintained a 95% customer satisfaction rating handling complex financial service inquiries.
- Coordinated cross-functionally to resolve escalations quickly — sharpening the communication skills that underpin all my marketing work.

Customer Experience Representative | Vodafone Corporate

Cairo, Egypt • Jan 2021 – Jun 2021

- Supported a high-volume, diverse customer base — contributed to a 30% improvement in loyalty scores through clear, empathetic communication.
- Identified recurring customer pain points and fed insights back to service delivery teams.

Founder & Brand Marketing Manager | Xelo Store

Cairo, Egypt • 2019 – 2020

- Solo-launched an Instagram-based e-commerce fashion brand; grew 0 to 700 followers in week one through organic content, micro-influencer outreach, and active community DMs.
- Ran end-to-end campaigns: paid social on Meta Ads, content production, influencer partnerships, and customer experience across DMs.
- Built a customer base loyal enough to send unprompted photos wearing the products — the kind of audience relationship that comes from voice, not volume.

Co-Founder & Brand Marketing Lead | Savage Store

Cairo, Egypt • 2018 – 2019

- Co-founded an Instagram-based fashion brand at 16 with no budget; grew the account to 12,000 followers through direct celebrity outreach, voice-driven content, and consistent visual identity.
- Owned the entire brand stack: paid media campaigns on Meta Ads, content strategy, photography, captions, posting cadence, and Instagram + Facebook community management.
- Negotiated and managed celebrity and creator partnerships from scratch — setting the muscle for influencer outreach and relationship-led growth that defined every brand since.

Receptionist & Trainer | Esmat Sadek Gym

Cairo, Egypt • Aug 2017 – Jul 2018

- Welcomed and assisted members; managed memberships, payments, and daily front-of-house operations.
- Maintained a clean, motivating environment and supported member experience from sign-up through ongoing engagement.

SKILLS

Brand & Marketing Strategy: Positioning, audience segmentation, go-to-market planning, brand storytelling, identity development, integrated campaign execution

Social Media & Content: Instagram, TikTok, Facebook, X, YouTube Shorts; platform-specific copywriting; mobile-first video; product photography; community management; trend identification

Paid Media & Analytics: Meta Ads, Facebook Business Manager, Google Analytics, A/B testing, audience targeting, performance tracking, ROAS optimization

Influencer & Partnerships: Creator outreach & sourcing, deal negotiation, brief development, performance tracking, micro-influencer scouting, celebrity partnerships

Tools: Shopify, Adobe Photoshop, Microsoft Office, Google Workspace, Meta Business Suite, generative AI workflows

Languages: English (Fluent), Arabic (Native), German (Intermediate B1)

EDUCATION & CERTIFICATIONS

Google Digital Marketing & E-Commerce Certificate — Coursera, 2025

Goethe-Zertifikat B1 — Goethe-Institut, Cairo

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

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