

Merna Shoukry Elashmawy

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PROFILE

CRM & Marketing Executive with proven success in planning and executing campaigns for leading brands including Aura, Starbucks, LEGO, and Chipotle MENA across the MENA region. Skilled in CRM execution, content localisation, digital marketing, cross-functional coordination, and performance analysis. Strong ability to manage multiple projects, ensuring timely delivery and consistent brand messaging. Fluent in English and Arabic. Competent in Illustrator, Canva, CapCut, Meta Ads Manager, LinkedIn Campaign Manager, and Google Ads.

EMPLOYMENT HISTORY

Sep 2024 — Present

CRM & Marketing Executive, AURA, Alshaya Group

Dubai

Instagram Strategy & Brand Awareness: Developed and supported social media tactics to strengthen Aura's Instagram presence and increase brand visibility.

Copy writing & Content Localisation: Crafted bilingual (English/Arabic) copy tailored for key markets (United Arab Emirates, Saudi Arabia, Kuwait, Qatar, Bahrain), ensuring cultural relevance and engagement.

Digital Marketing & Content Scheduling: Managed and scheduled Whats App, push notifications, email campaigns, and reminders to increase brand visibility, drive customer acquisitions, and boost sales.

Email Marketing & Creative Direction: Partnered with Creative Studio to design and refresh email visuals, enhancing both engagement and brand consistency.

Campaign Management & CRM Execution: Planned communication calendars, designed campaign ideation, and briefed the CRM and Creative teams on key objectives, including Chipotle MENA, Starbucks, Ya Hala Kuwait Shopping Festival, Aura Member Pricing, Aura Wallet and 2024 Unwrapped.

Data Analysis & Performance Reporting: Collaborated with Brand, Data, Creative, and E-commerce teams to track and analyse campaign performance, leveraging insights for optimisation.

Cross-functional Collaboration & Stakeholder Management: Coordinated with Brand Engagement, Operations, and Creative teams to ensure the smooth execution of Hero Campaigns and tactical communications.

Team Support & Deadline Management: Assisted multiple managers to ensure on-time campaign activation and smooth project delivery across departments.

Customer Journey Mapping & Project Coordination:

Developed life-cycle journey for credits feature and led the successful campaign launch, aligning with overall feature objectives.

Product Collaboration & Brand Consistency: Worked closely with the Product team to align loyalty app messaging with external and internal communications across all channels.

App Localisation & User Experience Support: Supported the localisation of Aura 2.0, ensuring regionally relevant content and a smooth user experience.

Dec 2023 — Jun 2024

Marketing Coordinator, Sankari Properties

Dubai

Research and Analysis: Conduct thorough research and competitor analysis to refine brand positioning and identify growth opportunities.

Financial and Administrative Management: Create and manage cash flow reports, handle financial approvals, ensure budget adherence, and prepare and circulate approval requests and contracts.

Event and Supplier Coordination: Organise and manage events, liaising with stakeholders, researching venues, coordinating with event companies, and negotiating cost-effective agreements. Conduct supplier comparisons and negotiate discounts to maintain high standards while securing cost savings.

Creative Collaboration and Communication: Contribute to brainstorming sessions, foster creativity within the team, and offer suggestions for process improvements. Proofread Arabic and English press releases for accuracy, and coordinate the production and distribution of marketing materials to ensure consistent and effective messaging.

Project Execution and Process Improvement: Assist in legal agreement preparations, ensure compliance with budget and project timelines, oversee seamless project execution by managing all aspects creatively and improving processes for better efficiency.

Mar 2023 — Sep 2023

Marketing Intern, LEGO Group

Dubai

Event Support and Brand Promotion: Participated in events to promote products and services, enhancing customer relationships with the brand. Assisted in executing multiple events.

Strategic Marketing and Budget Coordination: Supported the development and execution of strategic marketing plans for the region. Assisted in reporting and managing the marketing budget to meet deadlines.

Digital and Print Media Management: Managed LEGO Middle East YouTube channel, analyzing data to showcase channel performance. Oversaw the MEA LEGO yearly catalogue in both English and Arabic.

Creative Development: Participated in brainstorming sessions to generate marketing collateral and innovative campaign ideas. Assisted in creating localised written, video, and image content for marketing channels such as YouTube and Instagram.

Vendor Relations: Managed relationships with third-party vendors and suppliers to ensure timely delivery of services.

Jul 2022 — Aug 2022

Client Services and Communication Intern, Alsayegh Media

Dubai

Campaign Development and Workflow Learning: Collaborate with account managers to create campaigns and learn the workflow of established procedures at the agency.

Content Creation Support: Work directly with the copy writing team to assist with content creation for the website, social media, and marketing materials.

Procedure Coordination and Enhancement: Coordinate and improve procedures for managing marketing materials and creative templates.

Idea Generation and Project Coordination: Work with the team to generate fresh ideas and aid in the coordination and execution of projects.

Market Research: Perform market research to support campaign and content development.

EDUCATION

Sep 2019 — Jan 2023

Integrated Marketing Communications, American University of Sharjah

Sharjah

Best Campaign Pitch Award (Fall 2022)

Chancellor's List (Fall 2022)

Dean's List (Fall 2021 & Spring 2022)

Merit Scholarship Recipient (Fall 2019)

Published Author, Three articles on MCM Media Hub