

Ibrahim Raslan

Riyadh, Saudi Arabia

Cairo, Egypt

imr.raslan@gmail.com

Raslan.site

+966 544 28 25 20

+20 1111 79 222 8

Summary

Marketer | Business Developer | Legal Marketing Specialist

As a versatile Marketing Consultant and Business Developer with over 5 years of experience, I have worked with top law firms and legal tech platforms, driving brand growth through strategic marketing plans, social media campaigns, and business development initiatives. My work has consistently increased user engagement, enhanced brand visibility, and strengthened client relationships in the legal sector.

In addition to my legal expertise, I have a solid foundation in business marketing and sales, leading teams, creating tailored growth strategies for startups, and managing community engagement. My freelance work in developing marketing plans for multiple startups has honed my ability to deliver impactful results across industries.

So, I can help your firm grow by leveraging this unique blend of legal and business experience to create tailored strategies that drive success.

Experience in the Legal Field



Shwra for Legal Services

Marketing Consultant

August 2024 - November 2024

Riyadh, Saudi Arabia

As a Marketing Consultant for Shwra, I develop and implement strategic marketing plans to promote the platform's legal services. My responsibilities include overseeing social media campaigns, creating targeted content, managing branding initiatives, and enhancing customer engagement to increase user acquisition. I work closely with the founder and the marketing team to ensure consistent messaging and brand visibility across all channels, driving growth and strengthening the platform's presence in the legal tech market.



Kosheri, Rashed & Riad Law Firm

Marketing Consultant

October 2022 - Present

Cairo, Egypt



Business Development and Marketing Manager

Oct 2022 - Apr 2024

Cairo, Egypt



Hekouky for Legal Services

Marketing and Community Manager

Oct 2022 - Mar 2024

Cairo, Egypt

At Hekouky, I was responsible for shaping and managing the company's brand voice and image across all media platforms. My role involved creating and publishing content, monitoring social media metrics, and continuously refining campaign strategies. As the point of contact for the online community, I handled customer feedback and crafted responses to build stronger relationships.

In addition to developing a content marketing plan and editorial calendar, I created engaging and shareable content for the blog, social media platforms, newsletters, and promotional videos. I provided community feedback to management, planned and executed community initiatives, and worked closely with PR agencies and journalists to ensure accurate brand representation. I also monitored social media campaigns, analyzed web traffic, and actively sought out new marketing opportunities to enhance the brand's reach. Participating in social and corporate events allowed me to further engage with the community and strengthen Hekouky's presence in the legal services space.



Levari Law Firm

Marketing Specialist

Oct 2021 - Oct 2022

Cairo, Egypt

At Levari Law Firm, I played a key role in planning the firm's new brand and shaping its identity. I was responsible for coordinating the creation of digital content and leading the business development efforts through targeted digital campaigns. I took charge of planning and executing marketing programs aimed at increasing brand awareness, and I suggested and implemented direct marketing strategies to drive engagement and growth for the firm. My focus was always on creating a strong, cohesive brand presence both online and offline.



The Legal Clinic – Legal Services

Marketing Specialist

May 2021 - Sep 2022

Cairo, Egypt

During my time at The Legal Clinic, I was responsible for coordinating the creation of digital content and driving the firm's digital campaigns. I took the lead in planning, developing, and executing digital marketing programs, all with the aim of increasing brand awareness and engagement. Managing client relationships was a key part of my role, where I actively suggested and implemented direct marketing methods to support the firm's growth. My work helped strengthen the firm's online presence and build a more connected client base.

General Business Experience

الجمعية التعاونية للبناء والإسكان - المنصورة

Marketing Manager

May 2020 – Nov 2020

Mansoura, Egypt

During my time as Marketing Manager, I oversaw marketing, sales, and management tasks for the association. I was responsible for recruiting and managing delegates, training and directing the sales team, and ensuring their performance aligned with the company's goals. I also managed the creation and implementation of print advertising and marketing strategies, conducted market research to stay competitive, and developed the company's website. Additionally, I fostered relationships with VIP customers to drive business growth. My role allowed me to contribute to a local community-focused organization, adapting business strategies to meet its unique needs.



Lovely Stores

Sales Supervisor

May 2017 - Sep 2019

Mansoura, Egypt

As Sales Supervisor at Lovely, I focused on building and managing a sales team, developing targeted marketing strategies for each customer, and determining sector-specific pricing based on market analysis. I led the sales team through training and guided their efforts to ensure strong client relationships. I also collaborated with designers and programmers to deliver customized solutions and maintained robust connections with both new and existing customers. This experience enabled me to contribute to the success of a dynamic business, using tailored approaches to meet customer demands and market changes.

Freelance

Developer of Marketing Plans

2016 – 2019

As a freelance Developer of Marketing Plans, I worked with multiple startups, helping them establish and grow their businesses. I was responsible for overseeing management, employment, marketing, and sales tasks, tailoring strategies to the unique needs of each startup. My role involved training and directing sales teams to achieve targeted results, managing print advertising and marketing campaigns, and conducting market research to analyze competitors and pricing. Additionally, I developed and maintained company websites and built strong relationships with VIP clients. This experience gave me valuable insights into the challenges and opportunities faced by startups, and how to effectively drive growth in dynamic business environments.

Internships

El-Mansour Good Pack

Internal Auditor (Intern)

2019 (3 months)

During my 3-month internship at El-Mansour Good Pack in 2019, I was responsible for providing independent and objective evaluations of the company's financial and operational activities. I reviewed corporate governance processes, ensured compliance with internal controls, and identified areas for improvement, gaining valuable experience in auditing practices and business operations.

AL Ashraf Trading Company (ATCO)

Sales Representative (Intern)

2016 (4 months)

During my 4-month internship at AL Ashraf Trading Company (ATCO), I was responsible for opening new business opportunities with customers. My role involved building and maintaining client relationships, taking orders, and coordinating with the factory to ensure timely delivery and customer satisfaction. This experience helped me develop key sales and client management skills.

Projects

- **Founder – VR Academy**

Sep 2016 – May 2019, Mansoura University

During my university studies at Mansoura University, I founded VR Academy, a virtual reality mobile application designed to help young people gain the expertise needed to meet employment requirements by simulating work environments in banks and companies. The app offers tailored programs that prepare users for the workforce by providing assessments to measure their skills and deliver personalized training. It also serves as a key reference for job placement, offering professional consultations to help users build standout CVs. Additionally, VR Academy offers high-quality courses taught by top professionals, aimed at developing personal and technical skills for young people, especially those facing financial or geographical challenges.

- **Sales and Marketing Specialist – We Can (Awllad El Neil)**

May 2015 – Apr 2016, University Project

As part of my university experience, I worked on the "We Can" project with Awllad El Neil, where I served as a Sales and Marketing Specialist. My responsibilities included recruiting and building effective teams, developing marketing strategies for each client, and analyzing market prices to determine sector-specific pricing. I created and executed sales plans, trained sales teams, and collaborated with designers and programmers to ensure successful project delivery. Additionally, I built strong relationships with both new and existing clients, selecting the best marketing methods to support the success of the project.

Education



Mansoura University

Bachelor's degree, Business & Commerce

2015 - 2019

Skills

Sales • Market Research • Strategic Thinking • Communication • Business Development • Strategic Marketing • Client Relationship Management • Startups and Entrepreneurship • Market Analysis • Community Management • Sales Leadership • Event Participation and PR