



# Omar Mohamed El-Tahtawy

Fifth District, New Cairo,  
Cairo, Egypt  
**Military Status: Exempted**

## EXPERIENCE

### Freelance Marketeer, Hybrid — Marketeer

1 February 2022 - 15 February 2022

- Took total takeover of social media marketing for an array of clients in USA and Egypt including an Egyptian Senator and a dog grooming business in Pennsylvania.
- Worked as a Marketing consultant for businesses in the USA.

### Ipsos Healthcare UAE, Cairo - Senior Research Analyst

September 2022 - Present

- Conducted quantitative & qualitative market research and analysis to support healthcare strategies and client decision-making.
- Delivered data-driven insights and consultation on healthcare trends and patient behaviors in the North Africa and MENA region.

### Akhnaton Trading - EVA group, Cairo - Junior Regional Concept Developer

March 2022 - September 2022

- Conducted market research to identify emerging trends in cosmetics, supplements, and food products.
- Developed new product lines for the EVA group.

### Global Napi Pharmaceuticals, Cairo — Research & Development Intern

1 August 2021 - 15 August 2021

- Assisted in the synthesis of several formulations.
- Applied tests to the formulations in the methodology lab (Dissolution, Assay and Validation techniques)

### Elgondy Trading (Authorized Splenda Reseller), Cairo — Medical Representative Intern

June 2021 - June 2021

- Presented Splenda to pharmacy managers & chain pharmacies purchasing heads, weight loss and diabetes physicians.

### Customized Egypt (Egyptian Textile Startup), Cairo — Co-founder And Marketing manager

2018- 2020

- Prepared the marketing strategy to attract the youth segment.

## EDUCATION

### German University in Cairo, — Bachelor Degree in Pharmacy & Biotechnology

2018 - 2023 GPA: 2.4 (German system)

### Hayah International Academy, Egypt— American High School

## RESEARCH

Researcher at Molecular Genetics Research Team (2019- Present)

- Conducted research projects (Lab work & Publication writing)
- Attended & presented in international conferences such EACR and ESMO

## SKILLS

Microsoft Office (Excel, PowerPoint, Word)

Python programming language

## CERTIFICATES

Drug discovery & development specialization - UC San Diego.

The Python TM - Udemy

Dart coding language- Route

Zewail city TQM & QC

- Applications in Pharmaceutical Industry

Baheya Foundation For Early Detection & Treatment Of Breast Cancer

- Clinical laboratory training.

Mckenzie Forward program

Google Data Analytics Course

Six Sigma Green Belt- In Process

Business development - Nexus

Social Media Marketing diploma -

IMFND

AI career essentials - ALX Arabia

Market Research Specialization - UC

Davis - in process

Digital Marketing diploma- Sprints

## EXTRA-CURRICULAR ACTIVITIES

Member of the curriculum committee of the GUC (2018 - 2023)

Member of the Egyptian Red Crescent (2021-present)

Member of Good Deeds Egypt (2020-present)

## LANGUAGES

Arabic - Mother Tongue

English - Fluent

French - Intermediate

Deutsch - Beginner