

# SIMON MELEKA

## BUSINESS DEVELOPMENT MANAGER

01009256327

simon.meleka@gmail.com

3 Abu El Mahasen St., Marghani

## PROFESSIONAL SUMMARY

Experienced and effective Business Development Manager bringing forth valuable industry experience and a passion for management. Results oriented with a proven track record of improving the market position of a company and maximizing opportunities for financial growth. Adept in analytical thinking, strategic planning, leadership, and building strong relationships with business partners.

## EDUCATION

- El Sherouk Academy
- Major: Structural Engineering Accumulative Grade: Good Graduation Project: Roads and Bridges, Grade Excellent June'16
- B.Karnak Language School
- General Certificate of Secondary Education June'11

## EXPERIENCE

### Solera El Sewedy

Business Development Manager

Sep, 2024 - Present

- Identify and develop new business opportunities in the construction sector.
- Develop and Implement sales strategies to achieve company revenue targets.
- Analyze market trends, competition and industry developments to identify growth areas.
- Build and maintain strong relationships with clients, developers, contractors, consultants and government entities.
- Coordinate with the tendering team to develop competitive proposals.
- Promote the company's services and projects through networking and industry events.
- Work with the marketing team to enhance brand visibility and reputation.
- Represent the company in industry exhibitions, conferences and meetings.
- Prepare Business development reports and present insights to the top management.

### Genedy Construction

Business Development Team Leader

Nov, 2023 - Sep, 2024

- Assist marketing team in preparing market plans and strategies to promote company's products.
- Analyze existing and potential markets to identify and secure business development opportunities.
- Prepare effective proposals, presentations, demonstrations and sales tool on business development opportunities for management.
- Establish and maintain a customer relations management database.
- Conduct competitive product analysis and market research to develop roadmap and sales strategy to secure new business.
- Inform the Board Members on identified business opportunities.
- Develop good customer relationship by personal visits, phone calls, follow-ups, e-mails etc.
- Maintain strong relationship with customers for future business growth.
- Work with internal teams to achieve targeted business goals.
- Coordinate with Business development Manager in problem solving, resourcing and budgeting activities.
- Conduct marketing campaigns, trade shows, job fair etc. in order to increase company's recognition.

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## EXPERIENCE (CONTINUED)

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### El Hazek Construction

March 2021 - Nov, 2023

#### Senior Business Development Engineer

- Identify and build relationships with existing and new clients, consultants, and project managers and maintain periodic contact with them.
- Identify new opportunities/projects in target areas and sectors with close following up till the tender phase.
- Prepare and submit the company pre-qualification documents for the targeted clients/projects.
- Establish a strong database of potential projects to be launched in the coming years.
- Responsible for all the Marketing tasks either online or offline.
- Develop, implement and track marketing programs such as email, social media, or digital campaigns, and events.
- Collaborate with other internal teams (e.g. HR and technical team..etc) to develop and monitor strategic marketing initiatives.
- Develop and create marketing materials and ensure brand guidelines are met.

### Innova For Contracting

May 2018 - March 2021

#### Business Development Engineer

- Analyze potential and existing markets in order to identify business opportunities.
- Establish customer base relations and its management data base.
- Carry out market research in order to develop strategies and roadmaps for sales of the company's products and to secure more business relations.
- Develop and maintain good customer relationship for the future growth of the company.
- Provide support to team, in the area of developing strategies for company's product promotions.
- Prepare presentations, proposals, and various sales tools on effective development of business opportunities for the company.
- Develop campaigns and other activities that will help in increasing the recognition of the company.
- Regularly provide updates on the market competition analysis and knowledge to the sales department.
- Attend all company's trades and fairs.

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### Egypro FME

Sept, 2016 - May 2018

#### Site Engineer

- Day-to-day management of the site, including supervising and monitoring the site.
- Ensuring that all the materials used and work performed as per as specification.
- Liaising with any consultants, subcontractors and supervisors involved in the project.
- Overseeing quality control and health and safety matters on site.
- Resolving any unexpected technical difficulties and other problems that may arise

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## INTERNSHIPS

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Site Engineer, **QNB**  
Summer 2013 - 2015

Site Engineer, **Orascom**  
Summer 2015

## EXTRA CURRICULAR ACTIVITIES

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**Theatre Actor, St. Mark Church**  
Summer 2014 - 2016

**Outdoor Camp Team Leader, St. Mark Church**  
Summer 2014 - 2015

**Participant as a Coach, in the World Coaches Camp**  
February 2014

## COMPUTER & LINGUSTIC ABILITIES

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- Fluency in spoken and written English and Arabic
- Proficient use of Microsoft Office applications: Word, Excel, and Power Point
- Proficient use of AutoCad and Civil 3D
- Good Internet research skills

## RELATED COURSES

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- Mastering Business Development, **ESLSCA University**
- Project Management Professional (PMP)
- Architectural Finishes

## PERSONAL DATA

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- Date of birth: March 07, 1993
- Marital status: Married
- Military Status: Exempted

**References are available on request.**