



AHMED KAMAL

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Artist-focused and tech-savvy music and media leader with 15+ years connecting music, culture and audiences using data. Founded Gramafoon, led editorial teams in music and publishing, and shaped artist and content strategy across MENAT at Deezer. Now lead artist projects across MENA and global fan engagement initiatives at EMPIRE, combining editorial instinct and creative marketing with software development and data science.

WORK EXPERIENCE

Territory Manager, Egypt | EMPIRE

Egypt | Aug 2022-Present

- **Led artist projects and marketing across MENA**, including ONUY's album development and release, Carmen Soliman's campaign (100 million views and 2 million user-created videos), and Tawsen's "Estanna" (over 5 million user-created videos and a Top 20 position on Spotify Egypt).
- **Created and led digital fan engagement initiatives**, starting with Soulja's Sudan-inspired "Location" game, which attracted 30,000 users and collected 17,000 emails in one week. Expanded the approach across regional and global teams, with support from the CMO and VP of Digital, through activations for Bebe Rexha, Seyi Vibe and MC Abdul.
- Led Mishaal Tamer's Egypt fan event from concept and partnerships through promotion and delivery, bringing together **400 attendees**.
- Worked with [Billboard Arabia](#), [Rolling Stone](#) and Complex to develop stories around artists and releases across MENA.
- Supported the production and release of Rap Shar3 sessions filmed in San Francisco, taking the regional content format to artists outside MENA.
- Built reporting tools for EMPIRE teams worldwide, drawing on software development and data science experience to bring marketing activity, ad spend and performance metrics together and help teams assess what was working.

Senior Music Editor and Artists Relations Manager, MENAT | Deezer

Egypt | Jan 2019-Aug 2022

- Led Deezer's content strategy in Egypt, adapting channels, modules and playlists for local listeners following its MENA launch.
- Led Deezer's artist relations, editorial strategy and playlisting in Egypt, before taking on the full MENAT region, including Türkiye, in the final year of the role.
- Developed and delivered music content campaigns in Egypt and across the region, including A3det Mazzika, Wegz x ElGrande Toto, InVersions 80s, and Ramadan and Islamic channels.
- Worked with artists, labels and curator partners to develop local content and represent the region within Deezer's global offering.
- Built reporting systems to track release support and share feedback with label partners.
- Used audience research and performance data to guide content decisions and advise regional and global content, social media, PR and ad-sales teams on the Egyptian market.

Product Manager | Media Hub (Saadi-Gohar)

Egypt | Mar 2016-Jan 2019

- Built the digital presence of [7-Ayam](#), an Arabic-language Egyptian magazine, establishing its website, digitised archive and social channels.
- Led eight editors producing daily content and built reader communities through social media, groups and offline activities.
- Developed client pitches and digital campaigns that worked alongside TV and out-of-home advertising, using audience research to guide content and creative decisions.

WORK EXPERIENCE / CONTINUED

Product Manager | Enigma Magazine

Egypt | Jan 2016-Mar 2017

- Built the digital presence of [Enigma](#), a leading English-language lifestyle magazine in Egypt, establishing its website, digitised archive and social channels.
- Developed the magazine's early reader community through social media, groups and offline activities, connecting with audiences beyond print.

Online Broadcasting Module Supervisor | British University in Egypt

Egypt | Sep 2015-Jun 2016

- Developed and delivered online broadcasting modules, providing practical training, technical support and individual feedback to students.

Account Manager | Tanuki Media

Egypt | May 2014-Mar 2016

- Managed three account executives serving clients including Ten TV, Lactel and Papa John's.
- Developed social media strategies and oversaw content, campaigns and reporting, working with planners, researchers and creative teams.

Founder & CEO | Gramafoon

Egypt | May 2011-May 2014

- Founded an online radio platform with eight curated, round-the-clock music stations and three applications.
- Led three developers and six music editors, and secured two AFAC research and training grants.
- Established a media partnership with Cairo Jazz Festival for two consecutive years and partnered with the AMAR Foundation to showcase restored music recordings.

Web Developer | TL4S

Egypt | Jan 2008-Jan 2011

CULTURAL PROJECTS & TRAINING

- **Ertegal Music Archive | 2012-2014:** Built a public online archive of Arabic music, working with collectors across the Arab world to share rare recordings.
- **ERTU Digitisation Volunteer | 2014-2015:** Helped digitise and restore more than 20,000 hours of radio recordings with the Egyptian Radio and Television Union and fellow volunteers.
- **Volunteer Radio Trainer | 2011-2018:** Trained more than 150 Egyptians to start online radio stations, supporting communities outside Cairo.

EDUCATION & CERTIFICATIONS

Bachelor of Veterinary Medicine | Kafr El-Sheikh University

YouTube Music Rights Management Certification (2023)

YouTube Certified Content Strategy - Brand Partner Program (2022)

Monday.com Product Certification (2021)

SKILLS & LANGUAGES

Skills: Content strategy, artist marketing, audience research, performance analysis, software development and data science.

Tools: Python, MySQL, Tableau, Google Analytics, Spotify for Artists, Monday.com, Airtable and Adobe Creative Cloud.

Languages: Arabic (native) | English (fluent)