



Kariem Hanafy

Entrepreneur and Founder of BYOND MEDIA

1996-05-19 - Egyptian - Egypt

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Who is Kariem Hanafy

Kariem Hanafy is an Egyptian entrepreneur and the founder and CEO of BYOND MEDIA, a media production and digital marketing company. Despite graduating with a degree in Civil Engineering from the Faculty of Engineering at Ain Shams University in 2019, he chose to pursue a career in entrepreneurship instead. He began his professional journey as a freelancer in video editing and marketing, which provided him with extensive practical experience and a deep understanding of the digital market's dynamics. Hanafy is also an influential content creator on social media, where he shares educational content focused on business strategies, personal branding, and self-development, reaching a wide audience. Through his company, BYOND MEDIA, he has successfully provided media services to a portfolio of prominent local and international clients, including ExxonMobil, Hassan Allam, Palm Hills, Jotun, and Allianz. He further shares his expertise through his online course, "The Profitable Brand Equation," designed to help individuals monetize their digital presence.

Achievements of Kariem Hanafy

Kariem Hanafy founded and serves as the CEO of BYOND MEDIA, successfully building a client base that includes major multinational and local corporations such as ExxonMobil, Lorenz, Hassan Allam, and Palm Hills. He has been instrumental in developing and executing successful media campaigns for these companies, solidifying his firm's position in the market. In 2021, Hanafy was selected as a speaker for the global TEDx platform, delivering a talk titled "Secrets Of Successful Freelancers" at the TEDxYouth@BeniSuefSTEM event. He shared his insights and experiences on freelancing and how to excel in a competitive market. He launched his digital training course, "The Profitable Brand Equation," which aims to teach individuals and experts how to build a strong personal brand and generate sustainable income from it. The course has reportedly helped numerous participants double their income in a short period, reflecting his practical expertise in the field.

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