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Career Highlights

- Manage marketing budget that exceeded 7 million SAR annually
- My highest ROAS in the past 2 years is "**51**" and my lowest one is "**9**" at the educational field
- Establishing an outbound sales team, In-clinic sales team, CRM workflow for the leads, Data Analysis Dashboard to insure all our decisions are Data-Driven, Launching the rebranding event @Global Health, increasing sales by 35% for the first Q at Remain Group
- Dealing with QNB, WE, TE DATA, UNB, ORANGE, TELEPERFORMANCE for JOY&ROY as a corporate communication marketing
- Create brand identity contains the color palette, designed samples and tone of voice, Create photography guidelines & social media events guidelines for JOY&ROY
- Worked with 150+ Accounts, 11 Fields, 10 Countries
- Joining in Fairs & Open days like Miss Basket, The Hunting Club Carnival, LA Market, Bazarna pop up society, SHABABCO, Bazary, Ashley Bazar, Global Health, Auto Mech Formula **(Offline Activities)**
- Opening Nasr City Branch for LAVORO to reduce the remaining stock and increase the sales processes.
- Photoshoot for VIKTUAL "Food Catalogue that allows users express and share their creativity through food with people all over the world"
- Opening titan4media Group for digital marketing internships which became a sponsor in London during "The Arabs Group`s Event.
- Working 2 years in Hameed El Shari studio "Rehab FM"
- I was a member of a team who reduced the marketing budget by 40 % at ENGOSOFT, at the same time we increased the AOV by 30% by using customized ads

Main Skills

Marketing Strategy, Go-To-Market, Business Alignment, Performance Marketing, ROAS/ROI, CRM & Lead Workflow, Conversion Optimization, Dashboards & Reporting (Looker Studio), Brand Guidelines & Rebranding, Google Maps, Hiring Support, Training & Performance Evaluation, Influencers/Partnerships, Events

Work Experience

Remein Group **(Saudi Arabia) Marketing Section Head**| *May 2025 – Present*

- **Strategic Roadmap & IPO Readiness:** Architecting and executing the group's marketing roadmap in alignment with IPO qualification requirements, focusing on maximizing Brand Valuation and overall market positioning.
- Led cross-functional alignment with the Sales team to achieve business targets, ensuring marketing activities directly supported revenue and growth objectives.
- Designed and implemented the Call Center department structure, contributing to workforce planning, hiring support, onboarding, and performance evaluation frameworks.

- Conducted regular performance evaluations for Sales and Call Center teams, identifying improvement areas and optimizing lead handling and conversion processes.
- Improved marketing ROI through performance optimization, budget efficiency, and data-driven decision making, while reducing overall marketing costs without compromising results.
- **Global Presence & Brand Identity:** Overseeing the strategic positioning of the group in international forums (e.g., Global Health Exhibition) and ensuring a unified corporate identity across all branches and digital platforms.
- **Cross-Border Operational Leadership:** Spearheading and coordinating operations between the Saudi Arabian Headquarters and the technical/administrative support team in Egypt (Al-Suraa Company) to ensure seamless execution and standardized quality across regions.
- **Strategic Partnerships:** Building and managing high-level partnerships with elite influencers and medical entities to bolster brand credibility and expand market share within the dermatology and aesthetics sector.
- **Performance Analytics (KPIs):** Monitoring and analyzing critical KPIs, including Customer Acquisition Cost (CAC) and Retention Rate, while providing predictive analytics and strategic reports to senior management.
- **Regulatory Compliance:** Ensuring all marketing campaigns and corporate communications are strictly compliant with healthcare regulations and licensing laws in both Saudi Arabia and Egypt.
- **Operational Scalability (SOPs):** Developing and documenting standardized Marketing Operating Procedures (SOPs) to create a replicable system that supports the group's aggressive expansion plans.

Rmz Al-Emirates Motors (Saudi Arabia) | **Marketing Manager** | *Sept 2024 – May 2025*

- Digital Growth**:** Managed high-performance Google Ads (Search & PMax) for Riyadh and Jeddah branches, significantly increasing CTR and showroom footfall for brands like Nissan, Mazda, and Isuzu.
- Lead Optimization & Financing**:** Integrated CRM tracking to reduce CPL and launched innovative financing campaigns (0% Down Payment) in collaboration with banks and financial institutions.
- Inventory & Branding**:** Executed tactical marketing for inventory liquidation across commercial and luxury segments, while directing visual content that balanced premium and economy brand identities.

ENGOSOFT (Saudi Arabia) Digital Marketing Manager – Feb. 22 to Sep 24

- Develop and implement comprehensive media plans based on company's objectives and target audiences.
- Collaborate with the team to align media strategies with overall marketing goals.
- Execute and manage end-to-end digital advertising campaigns across platforms such as Google Ads,Tiktok, Facebook, Instagram, LinkedIn, etc.
- Monitor campaign performance and make data-driven optimizations to improve key metrics.
- Effectively manage advertising budgets to maximize ROI and achieve client objectives.
- Provide budget recommendations based on performance insights and market trends.
- Conduct audience research to identify and target the most relevant demographics for each campaign.
- Utilize audience segmentation strategies to optimize campaign effectiveness.
- Generate regular reports on campaign performance, providing insights and recommendations for improvement.

- Utilize analytics tools to track key performance indicators and adjust strategies accordingly.
- Work closely with cross-functional teams, including creative, content, and account management, to ensure cohesive and integrated campaigns.
- Communicate effectively with clients, providing updates, insights, and recommendations.

JOY&ROY, Marketing Manager - November 2018 to Feb 2022.
- Creating a Photography Guideline, Brand Identity, Brand Tone of Voice.
- Setting a Digital Marketing Strategy.
- Corporate communication marketing.
- Digital Competitors analysis.
- Instagram Bloggers collaboration.
- Provide the designer with media guidelines & dimensions.
- Digital Crises Management.
- Performance analysis.
- Radio media collaboration with Osama Mounir Team.

AL MUTJAR, Social Media Manager – OCTOBER 2019 to JUNE 2020
responsible for the development of all media platforms, ensuring
quality content and a motivated team. Creating and maintaining on-line presence relative to strategies implemented with post campaign analysis. Making sure channels were appropriate to the products being promoted.
- Management of all social media platforms to ensure highest engagement
- Applying content timely and correctly to the appropriate audiences
- Strategy planning and contact points to ensure correct POS.
- ROI, budgeting and administration of all projects
- Analytical reports to provide post campaign feedback to clients and staff
- Market research into competitor's PR stunts, advertising methods and campaigns

Naser Milano, Digital Marketing Specialist – July 2016 to Sep 2019.
- Creating a Bespoke book and a catalog
- Trend-spotting on social media
- Online advertising
- Record and create behind the scene of models and influencers

LAVORO, Digital Marketing specialist - Feb 2015 to October 2018
- Developing a Digital Marketing strategy.
- Social Media Management.
- Budget handling to increase the sales using social media channels.
- Reducing responding delays by 50% versus previous year.
- Crises Management
- Online Advertising

JOY&ROY March - 2016 to April 2017
- Social Media Specialist.
- Photographer

Artwork Agency, Photographer & Social Media Manager -2013 to 2017.

Titans4media, Team Leader - 2013 to 2015

- Leading the working teams and trainings for new trainees.
- Handling the customers.
- Organizing the services delivering operations.
- Supervising a team of 20 members.

The Arabs Group "LONDON"-2012 to 2015.
- Social Media Advertiser

Startndeal, Account Admin - 2012 to 2013
- Finding potential leads to be sponsors on our website
- Providing customer service.
- Enhancing selling by 15% versus previous year.

Nour Khatab Social Media specialist - 2012 to October 2013.

Education

Bachelor degree in Commerce, Ain Shams University.

- Platforms & Tools

- Snapchat, Facebook, X, Instagram, TikTok, Google Ads, Google Tag Manager, Google Analytics, Google Data Studio
- Supermetrics
- APIWAY & ZAPIER
- Ahrefs
- Revealbot
- Adroll
- Asana,Trello,Hubstaff

Trainings & Courses

- AUC (American University In Cairo) Marketing & Sales Professional
- PMP Certified
- TMTB Train My Traffic Person – Ezra Fireston & Molly Pittman – Smart Marketer (Click Here)
- The BPM METHOD – Depeash Mandilia (Click Here)
- Mindshift – Mohamed Abedo, Alaa Abd El Gawad
- Media Buyer Bootcamp – Digitalmarketer.com (on going 20%)
- Measure Master's Program – Measure School (Click Here)
- Google Tag Manager Essentials Training - Measure School
- Facebook Ads and IOS 14 - JOHN Loomer
- EGULF – Mahmoud Omar & Omar Mohamed – powered by Taager (Click Here)
- Media Buying Diploma – IMFND
- The Complete Facebook Traffic Ads (Facebook PPC) Course 2020
- Learning How to Learn, Barbara Okly Created **by:** McMaster University, University of California San Diego
- The Complete Digital Marketing Course 12*1 Created by Rob Percival, Daragh Walsh
- Do Marketing, Al Maqqar, Hossam Hassan the Author of "ماركيتنج بالمصري"
- Facebook Advertising, Reach out Academy, Kareem Samara" SM Vodafone"

- Social Media Track, **Imfnd** Company, Mohamed Aboul Fotoh “Digital Marketing Manager **Nestle** Middle East
- Social Media Management Workshop, **imfnd** Company, Mohamed Aboul Fotoh,
- Digital Brand Strategy, IMFND
- Online Marketing, Kaizen Academy, Mona El Kasas,

Conferences

- Mashable Social media day
- Marketing career advising “Career Advisors”
- Global Health
- Auto Mech Formula
- LA Market
- SHABABCO

Volunteer Work

- Titans4media Programs, 2010 to date: delivering social media experience to the members.
- Empire Club Asu: 2012 till 2013 Event Planner & Photographer.
- innovation Club Asu: 2013 till 2014 Social media specialist & Photographer.
- Egyptian Food Bank, Volunteer.
- DAWAA Charity: Leading a team of volunteers.

Skills

Photography Professional Photographer.
Photoshop (Basics)
Crises Management
Data Driven Marketer

Languages

- Arabic: Mother Tongue.
- English: B2. “Still Improving”

Education

Bachelor Degree, Faculty of commerce

Personal Details

- Date of birth: November, 1st 1994.
- Military status: Completed.
- Nationality: Egyptian.
- Religion: Muslim.