

● PROFESSIONAL SUMMARY

Digital marketing leader and strategic growth partner with 10+ years in digital marketing, built on a design practice that goes back to 2010, spanning agency, in-house, and freelance roles across Egypt and Saudi Arabia. Currently Marketing Director at Crop Media, a full-service growth agency serving food & hospitality, construction, and fintech clients across Saudi Arabia, alongside a Creative Marketing Manager role at RAC Construction. Built and executed 70+ marketing strategies, managed 150+ social media channels, and contributed to SAR 20M+ in revenue generated for client companies — including a multi-million EGP product launch and a multi-million EGP account at a ~12.3x ROAS. Combines a research-to-execution operating system (research → strategy → funnel → personas → deck → deliverable) with hands-on creative production — video scripting, AI-assisted content, motion graphics, and investor/CEO-facing decks. MBA-qualified; bilingual Arabic/English, with native fluency in Saudi dialect for local-market content.

● CORE COMPETENCIES

- Digital & Growth Marketing Strategy
- Performance Marketing & Paid Media (ROAS optimization)
- AI-Assisted Video Production, Scripting & Motion Graphics
- Influencer Partnerships & Content Marketing
- Brand Positioning, Identity & Campaign Development
- Social Media Strategy, Content Pillars & Account Management
- Investor, CEO & Board-Level Presentations
- Client, Team & Account Leadership

● PROFESSIONAL EXPERIENCE

Marketing Director — Crop Media

Al Khobar, Saudi Arabia | Jun 2026 – Present

- Lead marketing for a full-service digital marketing and growth agency delivering performance marketing, social media management, branding & identity, video/motion, SEO, and business strategy for clients across Saudi Arabia.
- Built strategic growth partnerships across food & hospitality, construction, and fintech — including investor decks, CEO presentations, and full go-to-market strategy work.
- Developed 70+ digital marketing strategies and directed 150+ social media channels, contributing to SAR 20M+ in revenue generated for client companies.
- Own end-to-end delivery: market research, strategy, funnel and persona design, creative decks, and execution across social, video, and web.

Creative Marketing Manager — RAC Construction

Al Khobar, Saudi Arabia | Oct 2025 – Present

- Lead creative and marketing output for a specialized construction contractor, spanning project-launch campaigns, corporate events, and national-day activations.
- Delivered marketing content for major project launches, including the Tania Water Factory (Dammam) and Al Tamimi Markets (Orouba District, Dammam), plus the Saudi Founding Day 2026 campaign.

Digital Marketing Manager (Part-time, Remote) — RAC Construction

Saudi Arabia | Apr 2025 – Sep 2025

- Supported RAC Construction's digital marketing function remotely, ahead of transitioning into the full-time Creative Marketing Manager role.

Marketing Director — Brandita

Cairo, Egypt | Dec 2024 – Mar 2025

- Developed and executed data-driven marketing strategies to drive brand growth, customer engagement, and revenue; led cross-functional and creative teams across multi-channel campaigns.
- Directed the One Life coffee-machine launch — a three-wave UGC, influencer, and social-distribution campaign across Facebook (90+ partner pages, 2M+ followers each), Instagram, and TikTok.
- Campaign generated 9.5M+ total reach, 1.8M+ video views, 19.6K+ engagements, and millions of EGP in revenue within two weeks, selling out two full shipping containers (4,000+ units) in three weeks.

Senior Account Manager — 3C Communication

Cairo, Egypt | May 2023 – Jan 2024 · 9 months

- Managed the XZone Store (mobile retail) account: digital strategy, campaign performance reporting, and client relationship management.
- Generated millions of EGP in sales and 4.5M+ video views on a monthly ad budget in the hundreds of thousands of EGP, achieving an average ROAS of ~12.3x.
- Wrote and produced the “XZone 730” anniversary campaign featuring Khaled Eliesh (600K+ views); led the exclusive iPhone 15 launch and a used-iPhone resale campaign that became the account's top-performing content (1.8M views).

Digital Marketing Team Leader — Why for Home Furniture

Cairo, Egypt | Dec 2022 – Apr 2023

- Led the marketing team and full marketing-plan execution; created social media content and moderated channels across Facebook, TikTok, Instagram, YouTube, and LinkedIn.
- Managed sales and branding advertising campaigns and set the monthly advertising budget; coordinated with web development and design.

Digital Marketing Team Leader (Head of Digital Marketing) — Crop Media

Egypt | Apr 2019 – Dec 2021

- Served as Head of Digital Marketing, working directly with 40+ clients; oversaw 30+ additional accounts across e-commerce, medical, electronics, apparel, and B2B sectors.
- Led the 2-year branding engagement for Dr. Abdullah Shaheer (cosmetic surgery clinic), growing Instagram from 1K to 25K+ followers and stabilizing monthly clinic visits at 200+.

Freelance — Graphic Design & Digital Marketing — Self-employed

Egypt (Remote) | 2010 – 2023

- Built full brand identities for 15+ clients and created 20+ brands from scratch, alongside social media management, content strategy, and 2D motion video production.
- Notable clients: Vanilloz, French Home, Nahdet Misr, 300 Ice Cream (Qatar), Matlfesh.com, Kelly Wedding Dresses, Grown Up, MAF, In the Box, and Orkida (Saudi Arabia).

Earlier Career — 2015 – 2019

- Digital Marketing Specialist, Etripme Travel (2018–2019) · Digital Marketing Manager, LINE Designers (2015–2018) · Art Director, Rawaj-HCM (2015–2018)
- Social Media Graphic Designer, Nahdet Misr Publishing Group (2016–2017) · Graphic Designer, AlNapedh Technology (2016–2017) · Senior Graphic Designer, 3C Communication (2015–2016)

● ADDITIONAL SELECTED CAMPAIGN RESULTS

- Marboha Online Store (affiliate e-commerce): brand built in 2 weeks on a 9,000 EGP budget; first-quarter revenue in the tens of thousands of EGP; 170% ROI.
- Mash Premiere (pharmaceutical/consumer health): built buyer personas and content pillars across skincare, hair care, and health product lines, with dermatologist/influencer collaboration programs.
- Additional strategy and campaign work delivered for Rosovina, Deera Café, HR Path, Sealy Mattress, Indo Village Restaurant, Makeen Law Office, and Faddan, among others.

● EDUCATION

Master of Business Administration (MBA)

Dec 2024 – Dec 2025

RB College of the United Kingdom

Bachelor of Business Administration and Management — Marketing

2016 – 2020

Egyptian E-Learning University

● TOOLS & SOFTWARE

Canva · ChatGPT · Gemini · Adobe Photoshop · Adobe Illustrator · Adobe Premiere Pro · Adobe After Effects

● LANGUAGES

Arabic — Native (including Saudi dialect for local-market content) | English — Professional working proficiency

* Sales and revenue values have been encoded to protect the privacy and confidentiality of client and company information.