

# MOHAMMED EL-SAFETY

PERFORMANCE MARKETING DIRECTOR

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## SUMMARY

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Performance Marketing Director with **8 years of experience** in performance and growth marketing. I **analyze** clients' business models and **build business cases and growth plans** forecasting client growth after applying growth and performance tactics. I also support creative teams by suggesting **conversion content recommendations** to get the highest performance and create **ad funnel strategies** that best fit the client's budget, goals & Business model

## EXPERIENCE

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11/2019 – present

### CULTARK DIGITAL MARKETING SERVICES LLC

#### Performance Director (2022 – present)

- Created and executed **growth & and performance strategies** that fit with the client's **business model** in order to reach **client goals and sustain growth**
- Strategized **CRO tactics, Funnel strategies, Conversion content recommendations and Performance tactics** that led to a massive increase in **qualified leads** and **ROI** for various clients
- Collaboratively **strategized cross-channel media buying structures**, successfully connecting **funnel strategies, campaign data analysis** and **personalized content**. This **consistently resulted** in higher performance exceeding client expectations and **scaling campaigns** while sustaining client's effective ROI
- Led and mentored a talented team of performance marketers, empowering them to enhance their technical skills and achieve remarkable personal growth through learning plans & monthly evaluations
- Implemented effective team collaboration methods, such as **daily meetings and streamlined communication channels** resulting in an overall reduction in **project turnaround time** and a **significant improvement** in the delivery quality of tasks (all while sustaining a friendly and healthy work environment)

#### Performance Deputy Director (2021–2022)

- **Supported in managing and mentoring** a team of talented performance marketers, empowering their professional growth and ensuring top-notch campaign execution.
- **Strategically allocated advertising budgets** and **fine-tuned** targeting strategies, maximizing client **ROI and campaign effectiveness**.
- **Developed and implemented** innovative strategies, conducting **A/B tests, optimizing creatives**, and **segmenting audiences** for improved performance.
- Leveraged **data-driven insights** to optimize campaigns, leading to **an up to 50% reduction in CPA** and a **20% increase in conversion rates** across multiple client campaigns (through landing page personalization and CRO tactics)
- **Created business cases** for clients in order to **calculate effective ROAS & CAC** to reach their **business goals** and **created growth plans** that **forecast** how long it'll take to reach their **targeted ROAS** (Breaking Even, then achieving targeted profits) based on historical data, industry benchmarks & CLTV

## EXPERIENCE

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11/2019 – present

### CULTARK DIGITAL MARKETING SERVICES LLC

#### Senior Performance Marketer (2019–2020)

- Applied various **marketing principles** and tactics digitally like **scarcity, reciprocity, authority, and social proof** in the conversion content driving better performance and helping clients grow
- Started a transformative journey for an **online pet store client**, driving an impressive **4X increase in their revenue** after initiating various **content, audience, structure, and product A/B tests** reaching the highest-performing mix
- Led impactful performance marketing initiatives, delivering outstanding outcomes with an average **900% Return on Ad Spend (ROAS)** for E-commerce clients.
- Crafted **personalized targeting approaches** that resulted in an extraordinary **50% reduction in CAC** for technology clients, accelerating their business growth.
- **Took charge** of **setting up tracking systems** on clients' websites, ensuring **seamless integration** across ad platforms and **Google Analytics**. Utilized tools like **Google Tag Manager** and **direct code implementation** to track all events, allowing for **data-driven optimizations** and **exceptional performance results**.
- Recognized as the "**Outstanding Performance Marketer of the Year**", in acknowledgment of consistently surpassing targets and delivering exceptional results.
- Prioritized self-enhancement in the marketing world through **reading articles and books**, to always **stay up to date** with the latest **industry trends** and findings.

#### Some projects handled at Cultark (Directly or indirectly managed/consulted)

- |  |                             |
|--|-----------------------------|
| • AUC - American University in Cairo - Executive Education | • Mienta                    |
| • University of Hertfordshire (hosted by GAF)              | • The Solar Company         |
| • CFA Society SA   | • Eventtus (Global)         |
| • Money Fellows  | • Zid (KSA)                 |
| • Kimbo  | • Paytabs                   |
| • Reviv IV Therapy   | • Dorra Group               |
| • Mazaya   | • Kenda/Nadim               |
| • UGotBox  | • Royal Developments        |
| • Lenzy  | • Asfour Crystal            |
| • PetsOffice   | • Gemini Enterprises Africa |
| • The Land Developers                                      | • Gourmet                   |
| • Kidzania Cairo   | • BookMyPet                 |
| • Innoventures   | • Paytabs                   |
| • LTC - Labotheaire  | • Zvendo                    |
|  | • Bosta Shipping Solutions  |
|  | • Daily Bloom               |

## EXPERIENCE

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05/2018 – 11/2019

### TRACK GROUP

#### Head of Marketing Department

*The company (track group) invests in different projects including educational, medical & entertainment - their policy is to diversify revenue streams across industries but their main revenue stream comes from their educational sector*

- Elevated revenue by 300% within the Medical department (in 2 months) spearheading a talented team of marketing professionals (Including designers, copywriters, media buyers, and community managers)
- Took a hands-on approach in studying and analyzing the market and targeted persona in order to find new media buying tactics and approaches that delivered higher ROI
- Recognizing the importance of community management, I trained the team to optimize conversion rates by crafting compelling messages that resonated with our audience, resulting in increased customer engagement and higher conversion rates from message campaigns

11/2017 – 05/2018

### TARGETEERS

#### Co-owner & Managing director

*As the owner of Targeteers, a vibrant digital marketing startup, I led a talented team of professionals. From our cozy office within another company, we completed three standout projects, demonstrating our expertise and dedication to delivering results.*

- **Westcliff University Egypt (Hosted by Track):** We launched a lead generation campaign for Westcliff University, where our efforts paid off with **three enrollments** within the **first two weeks**. By strategically targeting the right audience, we achieved an **outstanding 5X decrease in their Customer Acquisition Cost (CAC)**, giving them a significant boost in return on investment.
- **Unicity Egypt:** Collaborating with Unicity, a reputable medical company specializing in imported beauty products, we played a pivotal role in establishing their online presence. Through our strategic digital marketing initiatives, we helped them gain visibility, expand their customer base, and carve out a strong position in the market.
- **Targeteers (Internal Project):** While primarily focused on our valued clients, we also set out to create an online presence for Targeteers itself. Although we allocated limited resources to this internal endeavor, it served as a starting point for future growth and brand development.

## EXPERIENCE

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06/2016 – 07/2017

### TRACK GROUP

#### Senior Media Buyer & Team Leader (2017)

*The company (track group) invests in different projects including educational, medical & entertainment - their policy is to diversify revenue streams across industries but their main revenue stream comes from their educational sector*

- Delivered impactful media buying campaigns within the educational industry, driving remarkable results.
- Led a talented and collaborative team consisting of a designer, copywriter, and community manager, fostering a supportive environment that led to outstanding performance in media buying campaigns.
- Provided hands-on guidance and shared best practices with team members, empowering them to personalize ads and optimize lead generation while maintaining high quality standards.
- Took part in various sub-projects, including exciting offline activation campaigns and engaging events (albeit limited in scope).
- Managed accounts for notable clients like Boca Juniors Egypt, AB Care Egypt, and the University of Cincinnati, forging strong partnerships and delivering exceptional outcomes.

#### Junior Media Buyer (2016)

- Ran targeted media buying campaigns for language courses (Italian & English) and MBA/DBA programs.
- Conducted market research to identify key demographics, trends, and competitors.
- Utilized social media ads for impactful campaigns.
- Monitored campaign performance, analyzed data, and made informed decisions for optimization.
- Conducted A/B tests to refine ad creatives, targeting, and landing pages.

### OTHER IRRELEVANT EXPERIENCES & PART TIME JOBS

- Co-owner - Storia Fashion Wear (2018)
- Architect - Genesis Engineering Consultants (2017)
- English Instructor - Freelance (2016)
- Freelance Event Planner - MediaSci (2015)
- Social Media Moderator - Edac AAPROC at Sadat Academy (2014)

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## TECH STACK (INTEGRATED AND/OR USED)

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- Google Tag Manager (used to integrate all tracking setup)
- Google Analytics (Universal & GA4)
- Mailchimp
- Unbounce
- SEMRush
- PowerBI
- Convertedin
- Madgicx
- Hotjar
- Looker Studio with Supermetrics
- Whatagraph
- Adjust
- Zoho CRM (Full Integration & usage of all tools)
- Hubspot (Full Usage)
- Asana, Clickup, Slack & Google Workspace
- Google Sheets
- Canva
- Photoshop
- Autocad & Revit
- Wordpress
- Shopify (full website creation)
- Hootsuite
- Sprout Social

## TECH STACK (ADVERTISING PLATFORMS)

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- Google Ads (Search, Display, Video, App & Shopping)
- Meta Ads (Full Funnel / All Objective)
- Tiktok Ads
- X Ads
- Speakol
- Linkedin Ads
- Snapchat Ads
- Quora Ads
- Anghami Ads
- Eskimi (Programmatic)
- Share it Ads

## EDUCATION

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2014 – 2019

### NCA – ENGINEERING & TECHNOLOGY

Bachelor of science in Architectural Engineering

2019 (Yearly ever since)

### GOOGLE SKILL SHOP

Certified in Google Ads

## LANGUAGE

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- Arabic – Native
- English – Fluent