

MOHAMED GAMAL

YOUR GROWTH, MY MISSION



Career Story

I am a senior Online Marketer and Digital Business Developer with over 10 years of experience driving growth in digital marketing, E-commerce, and creative business development across the MENA region.

I have led high-performing teams, built strategic partnerships, and steered digital transformation, especially in the Saudi market.

I thrive on blending data and creativity to craft campaigns that resonate, build brands people remember, and deliver results that matter.

My History

Digital Marketing Manager, Qyatad

02/2023 - Present

- Managed social media accounts for clients, generating interest for existing and upcoming products or services.
- Developed and implemented successful digital marketing campaigns to drive customer engagement and increase brand awareness.
- Optimized content strategy across multiple channels to support search engine rankings, brand recognition, and user engagement goals.
- Developed and executed A/B testing strategies to optimize campaign performance.
- Improved page content, keyword relevancy, and branding to achieve SEO goals.
- Boosted brand awareness through engaging social media campaigns.
- Enhanced lead generation with targeted pay-per-click advertising and optimized landing pages.

Digital Marketing Supervisor, Arabian Oud, Riyadh

03/2021 - 03/2023

- Worked with different teams to launch marketing campaigns that showcased our perfumes and strengthened our brand presence.
- Increased website visitors by creating and executing a full SEO strategy tailored to the fragrance market.
- Streamlined marketing processes by adding project management tools and automating repetitive tasks.
- Improved search rankings with well-planned SEO, making it easier for customers to find our products.
- Enhanced mobile marketing to reach customers who shop and browse on the go.
- Managed digital ad budgets wisely to achieve the best return on every campaign.
- Improved search visibility, helping more people discover our perfumes.

Business Development Lead, DigiMora

09/2022 - 09/2024

- Increased client base by identifying new business opportunities and cultivating strong relationships with key decision-makers.

Personal

Cairo,
Egypt
01555141282
emarketbank@gmail.com

DATE OF BIRTH
12 - 1982

Skills

- Digital Marketing Strategy
- Creative Campaign Development
- SEO & SEM Optimization
- Social Media Management
- E-commerce Marketing & Growth
- Brand Positioning
- Business Development
- Marketing Analytics
- Conversion Rate Optimization (CRO)

LEARNING JOURNEY

- Social Media Marketing Specialization, Coursera
- Digital Marketing Nanodegree, Udacity
- E-commerce Essentials, Shopify Academy
- Build a Successful Online Store, Udemy
- Dropshipping 101, Oberlo
- Fundamentals of Digital Marketing, Google Digital Garage

- Maintained regular communication with clients to ensure their needs were met, fostering long-term partnerships.
- Developed customized solutions for clients, delivering exceptional value and driving repeat business.
- Managed a portfolio of accounts, consistently exceeding revenue targets through upselling and excellent service.
- Negotiated and closed long-term agreements with new clients.
- Mentored junior team members in effective sales techniques.
- Collaborated closely with marketing teams to develop targeted campaigns that generated high-quality leads.

E-commerce Supervisor, Gento Shop

06/2023 - 05/2025

- Coordinated with cross-functional teams for successful product launches.
- Worked with developers to improve website UX, boosting conversion rates.
- Managed multiple e-commerce accounts, increasing sales and client retention.
- Optimized product listings to improve search rankings and organic traffic.
- Managed promotional campaigns, ensuring timely execution and positive results.
- Leveraged analytics and A/B testing to optimize content and user experience.
- Customized platforms with new products, landing pages, vendors, and apps.
- Improved payment systems to boost sales.

Digital Transformation Specialist, Iso-tec.com

02/2018 - 03/2023

- Restructured and improved digital business models for major Saudi institutions and ministries, helping them achieve ISO certifications.
- Implemented new tools to improve efficiency and workflows.
- Enhanced customer satisfaction with timely issue resolution.
- Led quality assurance to maintain high standards.
- Increased efficiency by automating routine tasks.

Digital Marketing Specialist, TwinExcel

02/2011 - 01/2017

- Managed and grew clients' social media accounts across multiple platforms.
- Planned and executed paid ad campaigns to maximize ROI.
- Monitored performance metrics and provided reports with actionable insights.
- Stayed updated on social media trends and applied them to campaigns.
- Collaborated with designers and clients to ensure cohesive marketing strategies.

KEY ACHIEVEMENTS

Arabian Oud

Led e-commerce marketing efforts that won a Guinness World Record and recognition as the top e-commerce platform in Saudi Arabia.

Qeyadat

Helped secure contracts with leading Saudi brands and developed diverse business models for high-profile clients.

Iso-tec

Restructured and developed digital business models for major Saudi institutions and ministries, helping them qualify for ISO certifications.

Education

**Computer and Information Sciences,
Cairo University**

2003

Tools & Platforms

- Google Analytics
- Google Ads
- Meta Business Suite
- TikTok Ads Manager
- Magento
- Ahrefs
- ActiveCampaign
- Zapier
- Make
- n8n
- Trello
- Jira
- Claude Code
- VS Code
- Adobe Photoshop
- Adobe Premiere
- Adobe After Effects
- ImageFX
- MidJourney
- Vio 3
- Runway
- Freepik

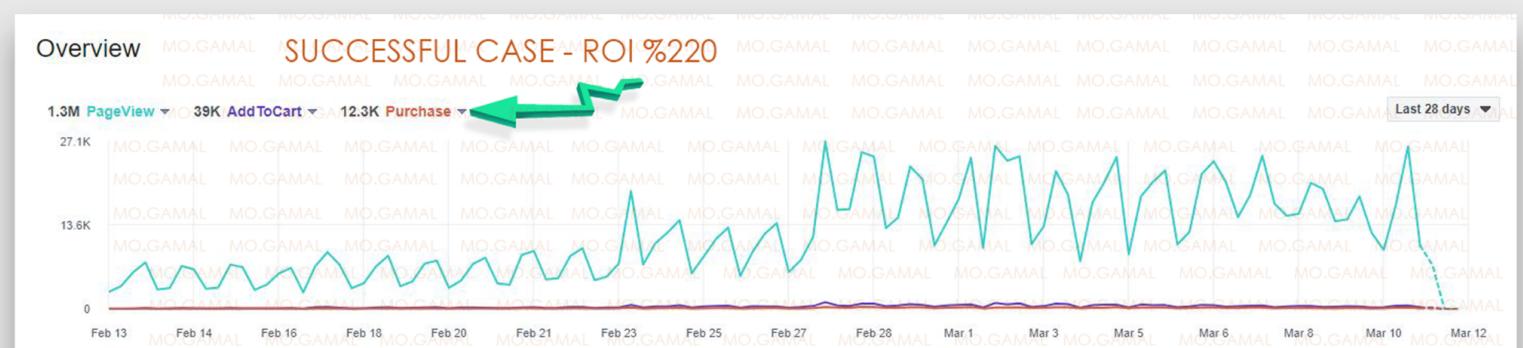
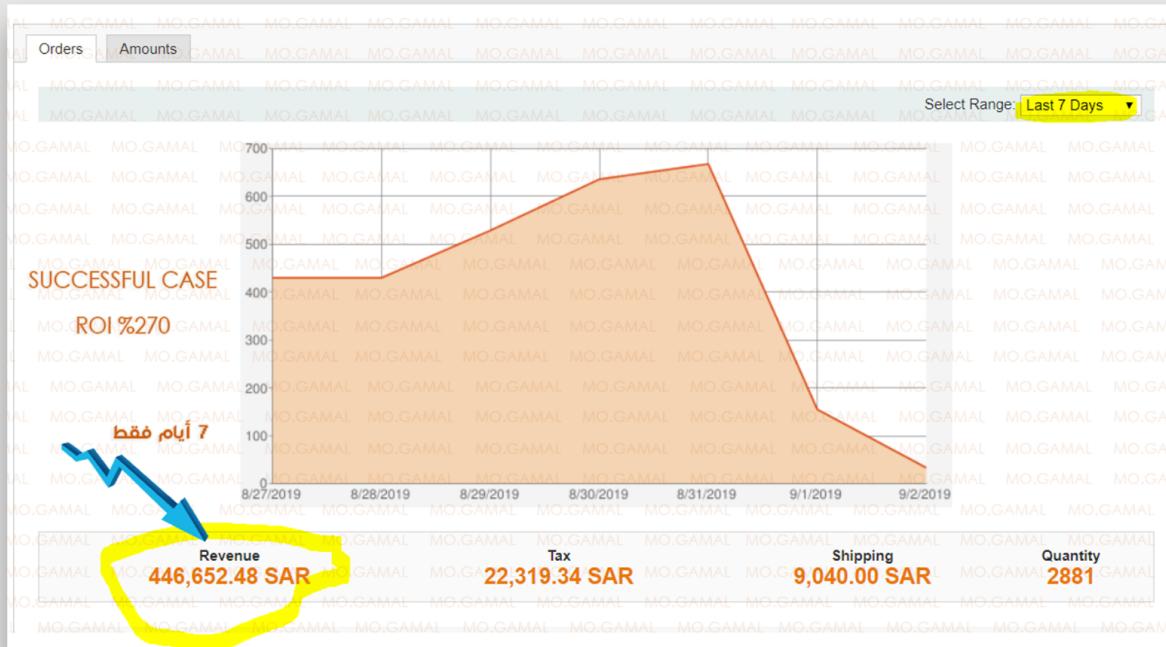
Industry Expertise,

- Digital Business Optimization
- E-commerce & Retail
- Digital Payments
- Marketing Automation
- Lead Generation Automation

Links

[LinkedIn](#)

Featured results



Mohamed Gamal

I've spent the last decade bringing big digital ideas to life—leading talented teams of SEOs, developers, and designers scattered across the globe. From steering marketing strategies in Saudi Arabia to building brands people actually remember, I've learned that the magic happens where data meets creativity.

Certifications



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Achievement



Arabian Oud

One of the proudest moments in my career was being part of the team that helped Arabian Oud earn a spot in the Guinness World Records as the largest luxury fragrance retailer for both men and women.

Over the years, I've been hands-on with everything from boosting traffic and sales to making sure every marketing campaign actually connects with people. I've run PPC, SEO, social media, email campaigns — you name it — always focusing on results, not just vanity numbers.

I love digging into data, running A/B tests, and finding those little tweaks that make a big difference in conversions. I've created tailored promotions for different markets, built engaging online competitions, and brought fresh ideas to keep the brand ahead of trends.

At the end of the day, it wasn't just about marketing — it was about building real connections with customers and creating an experience that helped us break records on a global scale.

غينيس : العربية للعود الأكثـر مبيعاً للعطور الفاخرة للجنسين
عمر الجاسـر : الإنجـاز لوطـنـه وـالمـملـكةـ منـبعـ التـميـزـ وـالـجـودـةـ



Overview

Right now

376

active users on site

MOBILE 91%



Top Referrals:

Source	Active Users ↓
	1
	1

Top Social Traffic:

Source	Active Users ↓
Facebook	100
Instagram	14
Instagram Stories	5
Twitter	2

Top Keywords:

Keyword	Active Users ↓
(not provided)	95

Top Active Pages:

Active Page	Active Users	↓
1. /national-day-offers.html	64	17.02%
2. /national-day-offers.html	47	12.50%
3. /	33	8.78%
4. /checkout/cart/	16	4.26%
5. /customer/account/	7	1.86%
6. /	6	1.60%
7. /customer/account/login/?__SID=S	6	1.60%
8. /national-day...ers, /national-day...ers	4	1.06%
9. /national-day...leaf, /national-day...leaf	4	1.06%
10. /.html	3	0.80%

Top Locations:

Activate Windows
Go to Settings to activate Windows.

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thank you