Mahmoud Fouad

Marketing Manager & AI-Driven Growth Expert

مدير التسويق ومطورويب وخبرة نمو الذكاء الاصطناعي

Transforming marketing into predictable revenue through AI and web engineering

تحويل التسويق إلى إيرادات متوقعة من خلال التخطيط الاستراتيجي والأدوات الحديثه وهندسة الويب

linkedin.com/in/mahmoud-fouad   behance.net/Mr-MahmoudFouad   Ma-fo.info

Professional Overview

Marketing Manager & AI-Driven Growth Expert

Transforming marketing activities into predictable revenue streams through integration of marketing marketing leadership, hands-on web engineering, and applied AI.

Marketing Leadership Leadership

Leading end-to-end growth programs, encompassing strategy, creative development, development, and measurement. measurement.

Web Engineering

Building fast, responsive WordPress sites and full-stack stack landing pages optimized for optimized for Conversion Rate Rate Optimization.

Applied AI

Leveraging advanced AI and machine learning techniques to enhance marketing effectiveness across targeting, attribution, and bid strategies.

"Driving measurable growth through the intersection of marketing, technology, and data analysis"

Core Competencies

Expertise spanning marketing, technology, and data analysis

AI for Marketing

- Targeting Optimization
- Attribution Modeling
- AI-driven Creative Testing
- Automated Bid Strategies

Paid Media Strategy

- Cross-platform Campaigns
- B2B and B2C Expertise
- Budget Optimization
- Ad Creative Optimization

Web Development

- WordPress Sites
- Full-stack Landing Pages
- CRO Optimization
- Ad Funnel Integration

Marketing Technology

- CRM Form Integration
- Lead Workflows
- GA4 Setup
- Conversion Tracking

Measurement & Ops

- Intuitive Dashboards
- Streamlined Reporting
- Business Metrics
- Performance Optimization

Key Value Proposition

Driving measurable growth through the intersection of marketing, technology, and data analysis

AI-Driven Marketing Expertise

Leveraging advanced AI and machine learning techniques using Python to enhance marketing effectiveness

Targeting Optimization

Employing predictive analytics to identify and reach high-value customer segments, maximizing campaign effectiveness and ROI.

📈 Predictive analytics

Attribution Modeling

Developing sophisticated models to accurately attribute conversions across complex customer journeys, providing clearer channel performance insights.

🔗 Multi-touch attribution

Creative Testing

Implementing AI-driven tools to analyze and optimize creative performance for maximum engagement and conversion rates.

💡 A/B testing & optimization

Automated Bid Strategies

Automating and refining bidding strategies for paid campaigns to maximize ROI and efficiency across platforms.

🤖 Machine learning algorithms

"Transforming marketing data into actionable AI insights"

Professional Experience

Marketing Management

Zawaya Albina Engineering

July 2025 - Present

EL-AREEF GROUP

June 2021 - June 2022

- Enhanced brand awareness and market presence
- Managed digital and traditional campaigns
- Translated complex technical services into marketing messages

Web Development

Freelance Web Developer

August 2017 - July 2025

- Built responsive websites using WordPress, HTML5, CSS3, JavaScript
- Implemented on-page SEO and Google Analytics setup
- Integrated CRM forms and automated email follow-ups
- Launched A/B testable landing pages for paid traffic

Sales Leadership

EBNY Developments

October 2022 - January 2024

- Led sales team to exceed monthly targets
- Implemented CRM workflows and weekly dashboards
- Collaborated with marketing to align campaign targeting
- Coordinated client demos and closed enterprise deals

"Career trajectory showcasing expertise in marketing, sales, and technical development"

Key Projects & Impact

Zawaya Web

Designed and developed a high-performing landing page for Zaco's campaign with integrated forms and robust tracking mechanisms.

Measurable Outcomes

- Significant improvement in lead capture rate
- Enhanced conversion optimization through strategic CRO
- Seamless integration with advertising funnels

Portfolio Site

Developed a responsive, multi-page portfolio website complete with blog and contact form, deployed on WordPress.

Key Features

- Multi-page responsive design
- Integrated blog functionality
- Contact form with automated follow-up
- Showcase of full-stack web development capabilities

Overall Business Impact

Both projects demonstrate Mahmoud's ability to create user-friendly, functional online presences that drive engagement and convert visitors into leads.

Achievements & Results

Quantifiable outcomes from strategic marketing implementations

Enhanced Lead Quality

Implemented targeted performance campaigns and strategic landing page optimization.

Conversion Rate — **Improved**

Reduced CPA

Implemented GA4, automated data capture, and streamlined CRM workflows.

Cost Per Acquisition — **Decreased**

Measurable Sales Impact

Launched optimized landing pages with integrated tracking for paid funnels.

Sales Outcome — **Enhanced**

⭐ Transforming marketing into predictable revenue through strategic implementations

Education & Certifications

Academic Background

- **Came CHDC (Cairo University)**
  Diploma in Human Development
  January 2017 - August 2017

- **Cairo University**
  Diploma of Education, HR Management
  January 2017 - July 2017

- **Sohag University**
  Bachelor of Commerce, Accounting
  January 2012 - January 2015

Professional Certifications

Machine Learning Using Python

Advanced AI techniques for marketing

Project Management Essentials
Certified project management practices

Google Ads Search

Advanced search campaign strategies

Problem-Solving & Decision-Making

Effective analytical approaches

"Commitment to continuous learning and practical application of advanced skills"

Technical Skills

Comprehensive overview of technical capabilities

Web Development

- WordPress sites and landing pages
- HTML5, CSS3, JavaScript
- Page builders (Elementor/Beaver/Divi)

Marketing Platforms

- Google Ads Search Certification
- Google Analytics / GA4
- Conversion tracking mechanisms

Programming Languages

- Python for AI and machine learning
- Automated bid strategies

Marketing Technology

- CRM form integration
- Automated lead workflows
- Streamlined CRM workflows

"Driving growth through the strategic application of technology and data"

Let's Connect

I'm actively seeking opportunities for partnerships, speaking engagements, and transformation projects where my expertise can drive significant impact.

Email

Ma-fo.info

Looking forward to discussing potential collaborations and opportunities.

Portfolio

behance.net/Mr-MahmoudFouad

Explore my work and case studies showcasing marketing and AI-driven projects.

LinkedIn

linkedin.com/in/mahmoud-fouad

Connect with me to stay updated on my latest insights and opportunities.

Let's Transform Your Business Together

Whether you need help with AI-driven marketing strategies, web development, or overall growth transformation, I'm here to help.