

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, Qyadat

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 Nan-
odegree,
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

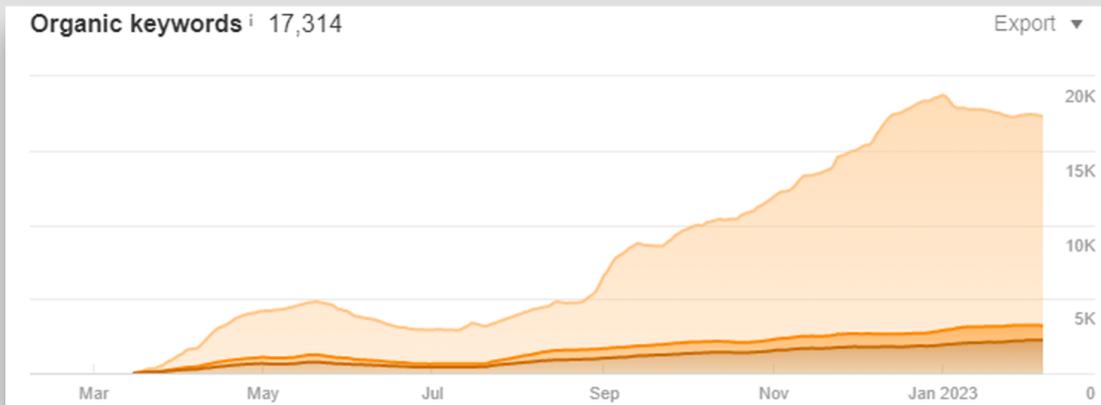
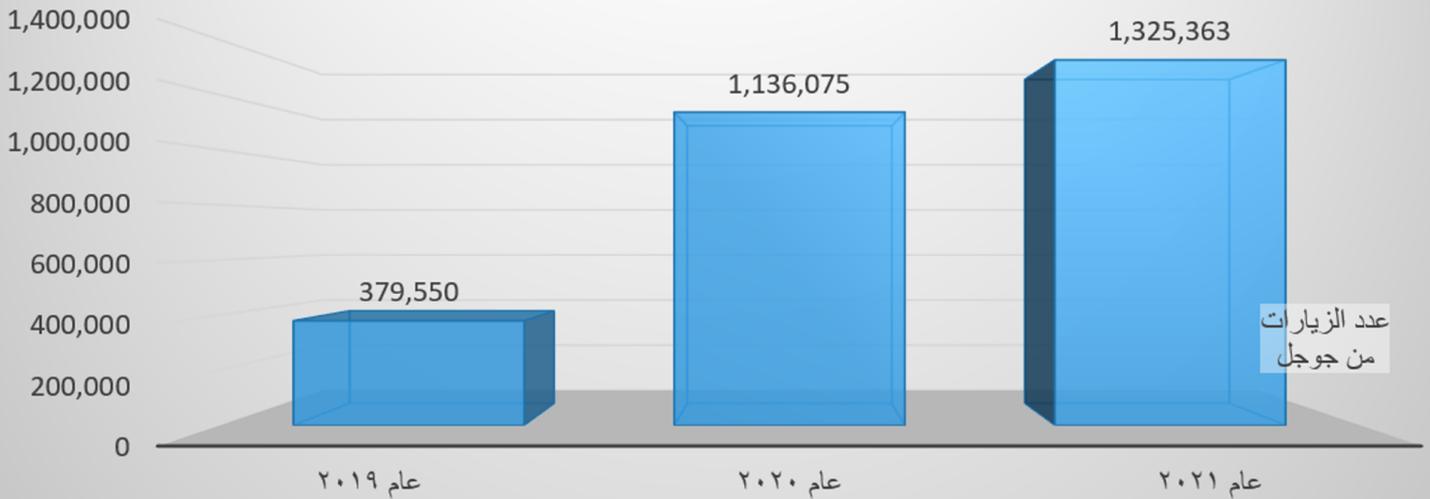
Top Keyword Rankings

This shows your top 10 Keyword Rankings in the specific location. The list is ordered by the keywords that drive the most traffic to your page.

Keyword	Country	Language	Position	Total Searches	Estimated Traffic
	SA	AR	1	5,400	1,641
	SA	AR	1	5,400	1,641
	SA	AR	1	4,400	1,337
	EG	AR	1	3,600	1,094
	SA	AR	1	2,400	729
	SA	AR	1	2,400	729
	EG	AR	1	2,400	729
	EG	EN	1	1,900	577
	EG	AR	1	1,900	577
	SA	AR	1	1,900	577

SEO results

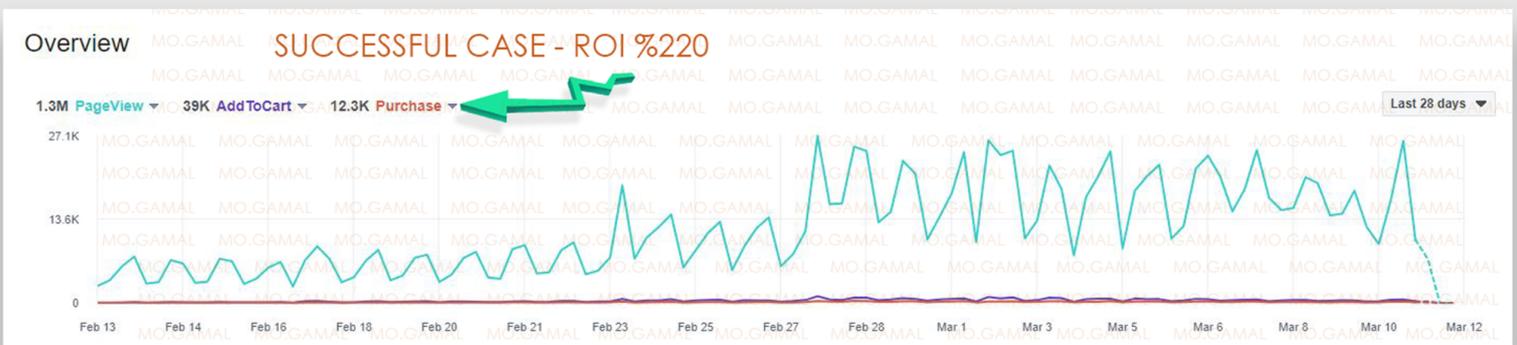
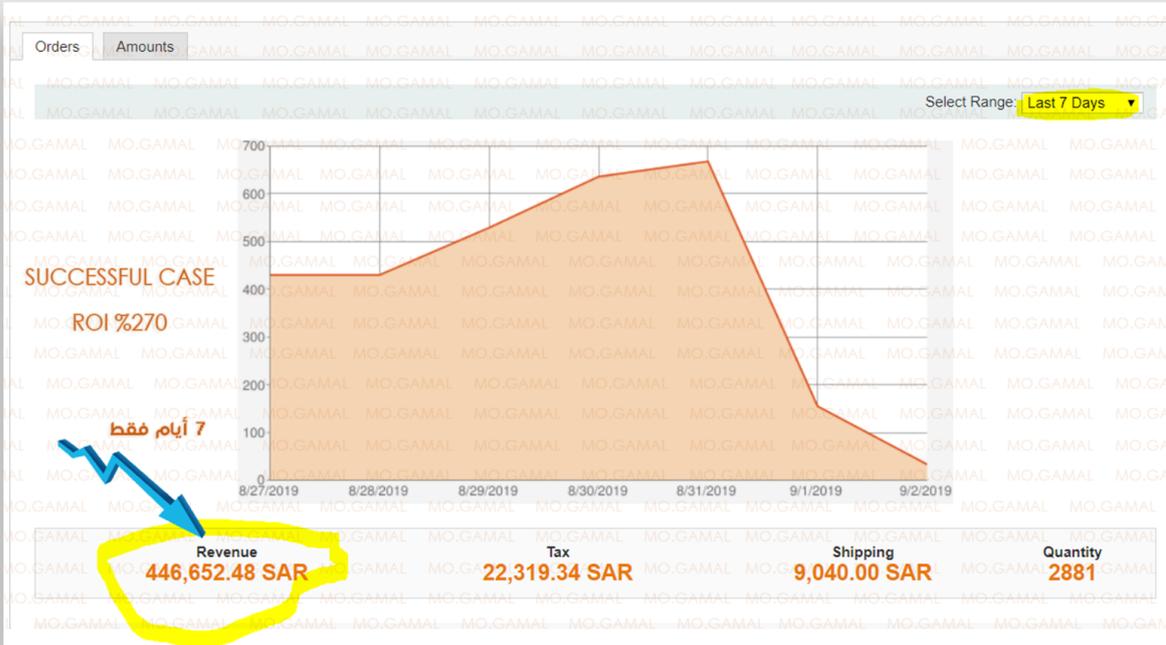
عدد الزيارات من جوجل



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.

Featured results



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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.

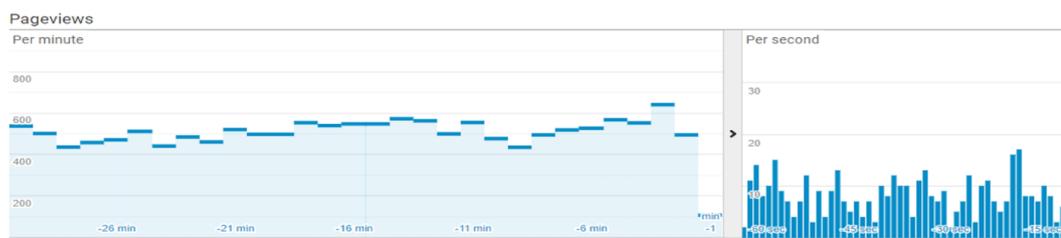
«غينيس»: العربية للعود الأكثر مبيعاً للعلطور الفاخرة للجنسين عمر الجاسر: الإنجاز للوطن والمملكة منبع التميز والجودة



Overview

Right now
376
active users on site

MOBILE 91% DESKTOP 8% TABLET [1%]



Top Referrals:

Source	Active Users ↓
1. [blurred]	1
2. [blurred]	1

Top Social Traffic:

Source	Active Users ↓
1. Facebook	100
2. Instagram	14
3. Instagram Stories	5
4. Twitter	2

Top Keywords:

Keyword	Active Users ↓
1. (not provided)	95

Top Active Pages:

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

Top Locations:

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thank you