

Mahmoud Abu Sarea

Digital Marketing Manager

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Professional Summary

Results-driven Digital Marketing & E-commerce Manager with 10+ years' experience building multi-channel brands, leading social media and marketplace operations (Amazon, Noon, Jumia), and executing data-driven paid and organic campaigns. Proven track record driving 40%+ sales growth, achieving 13M+ organic reach via Reels, and managing 34+ social platforms while optimizing paid ads and marketplace performance. Skilled in content and brand development, marketplace optimization, order & inventory coordination, and scaling online sales across social commerce and retail channels.

Accomplishments

- Increased overall sales by 40%+ through integrated online and offline marketing strategies.
- Generated over 13 million organic reach through targeted short-form video content and Reels campaigns.
- Improved retail store footfall by 10% using data-driven marketing campaigns and promotions.
- Successfully drove a significant portion of total sales through social media and WhatsApp-based online orders.
- Managed and optimized performance across 34+ social media platforms, ensuring consistent brand presence and engagement.
- Contributed to the growth of multiple e-commerce channels including Amazon, Noon, Jumia, and other marketplaces.
- Built and executed seasonal marketing strategies aligned with high-demand periods (Ramadan, Eid, seasonal campaigns).
- Strengthened brand visibility and positioning in a highly competitive retail and wholesale market.

Professional Experience

Digital Marketing Manager, Al Sherif – Household Retail Company (Cairo, 2016–Present)

- Supervise and manage the company's marketing campaigns from planning to execution.
- Develop and implement strategic marketing plans aligned with business objectives.
- Design creative marketing materials and oversee brand visual identity.
- Manage and monitor over 34 social media platforms, ensuring consistent performance and engagement.
- Lead marketing initiatives that increased overall sales by 40%+, with a significant portion driven through online orders via social media and WhatsApp.
- Achieved over 13M organic reach through Reels content targeting relevant audiences.
- Contributed to increasing in-store footfall by 10% across company branches.
- Coordinate campaign execution and continuously optimize performance based on data insights.

Founder & E-commerce Manager, Ta5sedat (Cairo–Mansura, 2024–Present)

- Founded and managed an online brand specializing in small appliances, with expansion plans into large appliances and household/kitchen products.
- Sourced and traded international brands to ensure consistent quality and market stability.
- Managed and grew digital presence across Facebook, Instagram, WhatsApp, Telegram, and TikTok.
- Created and executed marketing campaigns to drive sales and brand awareness.
- Managed a certified seller account on Amazon, including product listings, pricing, and order management.
- Handled customer communication, sales operations, and overall online business performance.

E-commerce & Social Media Specialist, Haider Company for Food Supplies (Cairo, 2020–2024)

- Managed and handled all social media platforms, including content creation, moderation, and performance improvement.
- Designed marketing materials such as posts, covers, and promotional visuals aligned with brand identity.
- Planned and executed digital advertising campaigns to support sales and brand awareness.
- Managed seller accounts across multiple marketplaces including Amazon, Noon, and Talabat.
- Oversaw product listings, pricing, and order processing to ensure smooth operations.
- Coordinated between online sales channels and customer interactions to enhance overall customer experience.

Founder & E-commerce Manager, CrazyNuts (Cairo, 2019–2022)

- Founded and managed a seasonal trading brand specializing in nuts and sweets.
- Planned and executed sales strategies aligned with key seasonal events such as Ramadan and Eid Al-Fitr.
- Managed and grew social media presence across Facebook, Instagram, WhatsApp, Telegram, and TikTok.
- Handled customer communication, order management, and sales operations across all channels.
- Created marketing content and promotional campaigns to drive engagement and increase sales.
- Monitored performance and adjusted strategies based on seasonal demand trends.

Marketing & Graphic Designer, Roaa Media (Obour, 2015–2017)

- Managed day-to-day office operations, ensuring smooth workflow and client handling.
- Built and maintained relationships with multiple clients, including handling contracts and negotiations.
- Designed marketing materials tailored to client needs (social media and branding).
- Managed and moderated social media accounts to enhance engagement.
- Planned and executed Facebook advertising campaigns, optimizing performance and reach.

Education

- **B.Sc. in Computing and Information Systems & Management Sciences**
Supreme Council of Universities – Egypt (June 2014)

Areas of Expertise

- E-commerce & Marketplace Management (Amazon, Noon, Jumia)
- Digital Marketing & Campaign Management
- Business Communication
- Social Media Strategy & Content Creation
- Paid Ads Optimization (Meta Ads)
- Reels & Short-Form Video Strategy
- Graphic Design & Brand Identity Development
- Problem Solving
- Order & Inventory Coordination
- Sales Growth & Performance Optimization (Online & Offline)
- Multi-tasking in Fast-paced Environments

- Marketplace Optimization (Amazon, Noon, Jumia)

Technical Proficiencies

- **E-commerce Platforms:** Amazon Seller Central, Noon Seller Center, Jumia Seller Platform, marketplace product listing & optimization, order management & fulfillment coordination.
- **Digital Marketing & Ads:** Meta Ads Manager (Facebook & Instagram Ads), TikTok Ads & organic growth strategy, Google Business Profile, campaign setup & optimization.
- **Social Media Management:** Facebook page management, Instagram content & growth strategy, WhatsApp Business operations, Telegram channel management, social media scheduling & engagement tracking.
- **Design & Content:** Adobe Photoshop (Basic–Intermediate), Adobe Illustrator (Basic–Intermediate), Reels/short-form video content creation.
- **Analytics & Reporting:** Microsoft Excel, Power BI, Meta Insights/Page Analytics, campaign performance analysis, sales & marketing reporting.

Languages

- Arabic: Native
 - English: B1 (Intermediate) - (Reading – Speaking – Writing and listening)
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