



MOHAMED DIAB

Senior Content Strategist & Digital Marketing Expert

Professional Summary

Content Strategist & Digital Marketing Expert with over 15 years of experience delivering high-impact campaigns across Egypt and Saudi Arabia. Specialized in content planning, storytelling, and creative direction for corporate, real estate, and engineering sectors visibility for brand states down.

Core Skills

- Content Strategy & Planning
- Scriptwriting & Storytelling
- Social Media Campaigns
- SEO & Content Optimization
- Video Production & Editing
- Real Estate Marketing
- Team Leadership & Communication
- Adobe Creative Suite

Professional Experience

- **Media Executive | IKK Group | Saudi Arabia | 2025 – Present,**
 - Produced heritage and documentary content for Saudi cultural projects.
 - Collaborated with creative teams to deliver high-quality visual storytelling.
- **Digital Marketing Manager | Algammal Group | Egypt | 2022 – 2025**
 - Directed content strategy for nine subsidiaries.
 - Managed 300+ monthly assets and campaigns.
 - Increased engagement rates by up to 120%.
- **Digital Marketing Specialist | Hatem Media Agency | Egypt | 2016 – 2022**
 - Developed SEO-driven content plans for diverse brands.
 - Created multimedia assets and social campaigns that boosted client reach.
- **Professional Photographer | Parsons Corporation | Makkah | 2014 – 2016**

Education

B.Sc. Mass Communication
Modern Technology & Information University (MTI)

Certificates

- Digital Marketing Diploma
- Adobe Designer Course
- Professional Photography



MOHAMED TAREK DIAB

Team Leader – Digital Marketing

About Me

Digital Marketing Leader with 10+ years of experience in managing campaigns, building brand brand presence, and leading performance-driven strategies across Egypt and the Gulf. Specialized in content strategy, paid ads, social media growth, and digital transformation for brands in Egypt and the Gulf.

Marketing Portfolio Links

- **LinkedIn Profile:** [linkedin.com/in/mohamed-diab-b87aa825b](https://www.linkedin.com/in/mohamed-diab-b87aa825b)
 - **Corporate Projects:**
 - egicco.com
 - algammal-eg.com
 - alrowadpipes.com
 - alrowadcomplex.com
 - goldenarrowcontracting.com
 - **Facebook Pages Managed:**
 - Algammal
 - Alrowad HDPE Pipes
 - Alrowad Industrial Complex
 - Golden Arrow Contracting
 - Arab Union Glass
 - Breasy Egypt
 - Latio Egypt
 - Media B Agency
 - **LinkedIn Company Pages:**
 - Alrowad HDPE Pipes
 - Golden Arrow Contracting
 - Alrowad Industrial Complex
 - **YouTube Channel:** Alrowad Industrial Complex (Video Production & Editing)
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MOHAMED TAREK DIAB

Creative Photographer & Visual Storyteller

About My Photography

Specialized in portrait, product, and commercial photography with a focus on premium lighting, clean composition, and brand-driven visual identity.

Portfolio Links

- mohameddiab47.wixsite.com/photography
 - behance.net/mohamedtarekd
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Visual Highlights

