

Mohamed Alaa Elkady

Marketing & Growth Director

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Recommendations & Certifications: canva.com/design/DAG3izE7p9c

Executive Summary

Marketing and growth leader with **10+ years of experience** driving brand transformation, market expansion, and ROI optimization across the **EMEA region**. Expert in building integrated growth systems, developing cross-functional teams, and executing **18,000+ marketing campaigns** across **Automotive, FMCG, SaaS, and Retail** sectors. Proven ability to **build and lead high-performing teams** (20+ members) and manage **multi-million-dollar marketing budgets (\$2.5M+)**

Known for building growth systems that merge data, creativity, and customer psychology turning marketing investments into scalable revenue and brand equity.

Core Strengths: Brand Strategy | Consumer Insight | Go-to-Market Execution | Marketing ROI | Innovation | Integrated Campaigns | Digital Performance | Cross-Functional Leadership | Category development | Brand equity growth | Innovation pipeline | Trade marketing |

Professional Experience

Marketing Director

Egypt Best Properties (EBP) | Jan 2026 – Present

Built the company's **Marketing Operating System (MOS) from scratch within Q1 2026**, establishing full operational infrastructure including workflows, SOPs, team roles, and reporting cadence across a zero-baseline environment

Designed and launched a 6-track Q2 marketing execution plan (Website, SEO, Content, CEO Personal Brand, Media Buying, Portals) defining CPQL as the North Star KPI

Led development of an AI-powered media buying agent for Meta campaigns, integrating lead quality feedback loops, automated reporting, and a human-in-the-loop approval layer

Repositioned EBP's Bayut relationship from transactional portal client to strategic partnership, negotiating directly with Bayut Egypt's Country Manager

Built a 3-layer WhatsApp lead re-activation system (**Buyer Intent Profile, Financial Capacity Bands, Engagement Scoring**) for CRM segmentation across 5 buyer personas

Developed and executed a 12-month CEO personal brand strategy, establishing editorial authority in Egyptian luxury real estate

Structured and maintained a Marketing-Finance budget SOP and monthly CEO reporting system, enabling full financial visibility across marketing spend

Built and led a cross-functional marketing team (content, operations, SEO, Branding, media buying, portals) with defined ownership, startup cadence, and delivery accountability

Chief Marketing Officer (Group Level)

SIC Shadwan Group – Saudi Arabia & Egypt (Marketing agency - Car dealerships)

Changan & Suzuki sole Distributor - Multi brand Distributor 6 Branches | Bruxsafol Thermal Insulation in KSA | Hotel in Jeddah

Parallel leadership role under the same group, focusing on brand growth and sales performance within the automotive business unit
July 2023 – Present

Lead the **strategic marketing transformation** across multiple business units (automotive, retail, insulation, and services), turning fragmented operations into a unified, insight-driven growth ecosystem.

Conduct **market and performance audits** to identify brand, communication, and process gaps; developed actionable frameworks that improved marketing ROI by **25%** and client acquisition by **80%**.

Designed an integrated **growth and CRM architecture** that aligned marketing, sales, and CX teams under a single performance dashboard, improving data visibility and decision accuracy.

Partner directly with the **Group Chairman** to translate commercial objectives into **strategic marketing roadmaps** connecting high-level business vision with actionable brand plans.

Designed and executed **data-driven marketing campaigns** that directly generated **4,150 vehicle sales** and influenced **16,200+ additional units** through enhanced pricing and awareness strategies.

Built a **comprehensive brand architecture and marketing funnel** across 6 dealership branches and service centers, significantly elevating visibility and lead conversion.

Established **co-branded campaigns and partnerships** with major automotive brands such as **Jetour, INFINITI, and Nissan**, strengthening Shadwan's market reputation also Implemented new project management workflows, reducing operational inefficiencies by **25%**.

Optimized **advertising investments**, improving ROI while reducing media costs through data analytics and channel efficiency.

Recruited and mentored a **cross-functional marketing team**, ensuring marketing KPIs remained tightly aligned with sales and operational performance.

Senior Marketing and Branding Manager (International Markets)

Yumi food Application - Recovery Franchise Marketing – UK, UAE & Turkey

2022 to July 2023

Designed and implemented market-entry and digital growth strategies for clients across multiple regions.

Increased conversion from app downloads to active users by **75%** for a food delivery platform through customer journey optimization.

Improved client retention and campaign performance via structured data analytics and performance dashboards.

Marketing Strategist & Business Development Lead

InBody – Medineeds, North Africa

2021 to 2022

Developed **go-to-market and product launch frameworks** that revived underperforming product lines.

Conducted customer insight studies to uncover sales barriers, leading to a full repositioning and recovery of key products.

Executed omni-channel marketing campaigns (digital, retail, and medical B2B) that enhanced ROAS and brand engagement.

Head of International Marketing

Medstar Group Market leader for Plastic industry & Star House Retail arm

2020 to 2021

Directed e-commerce, influencer, and brand activation initiatives across multiple regions.

Reduced digital ad spend by **50%** while increasing sales by **10%** through precise campaign optimization.

Implemented **agile marketing systems**, cutting product catalog production time by **90%**.

Collaborated with R&D to introduce new SKUs and innovative bundles aligned with market trends.

Early Career – Marketing Foundations (Automotive & FMCG Sectors)

2016 – 2020

Built strong fundamentals in **product marketing, customer engagement, and campaign management**.

Recognized multiple times for **performance excellence** and creative contribution to brand growth.

Supported **brand activation and trade marketing campaigns** that increased regional sales by **12–15%** across key product categories.

Coordinated **dealer and retail marketing programs**, improving in-store visibility and achieving **20% uplift in customer engagement**.

Contributed to **new product launch campaigns** that generated **5,000+ unit sales** within the first three months.

Collaborated with cross-functional teams on **packaging and product communication updates**, enhancing brand consistency and recall across touchpoints.

Education & Certifications

Sales and Marketing certificate (Consumer behavior - Principles of Marketing -Sales skills) , *The American University in Cairo (AUC)* – 2017

Bachelor's Degree in Accounting – Faculty of Commerce (English Section), **Tanta University**, 2018

Foundation of Marketing certificate (Contemporary Management, Marketing Research) , *The American University in Cairo (AUC)* – 2022

Product Marketing, Go-to-Market Strategies, *Dekker the Marketer*

Strategic Marketing , *The American University in Cairo (AUC)* – 2024

Digital Marketing Diploma, *Canadian Chamber of Commerce (CAN CHAMB)* – 2021

SAAS Marketing, *Dekker the Marketer*

Fintech Fundamentals & Advanced Digital Financial Services, *Fintech Hub* – 2022

Strategy and Operations, *IBM*

Entrpuneral Marketing, *Harvard business school*

Marketing Fundamentals, *Google Certified*

P&L, *UN Women Arabic*

Brand Management, *Simplilearn*

Managing Through Crisis, *Harvard Business School*

Core Competencies

Growth Strategy & Market Expansion – Leading regional growth initiatives across industries

Brand Positioning & Development – Building differentiated, high-impact brand identities

Performance Marketing & Analytics – ROI-driven marketing, funnel optimization, and attribution

Cross-Functional Leadership – Managing diverse, multi-country teams

Innovation & Agile Execution – Introducing scalable systems and product launch frameworks

Customer Experience Optimization – Enhancing engagement and retention through data and UX

Budget Management – Achieving high performance under optimized spending

Strategic Communication & Stakeholder Management – Partnering with executives and cross-border teams

Languages

Arabic: Native

English: Excellent (Professional Fluency)

German & French : Beginner in Progress