

Abdelrahman Ismail Ahmed

Marketing Manager · Digital Growth Strategist · AI-Assisted Web Builder

Cairo, Egypt | +20 111 061 4656 | abdelrhmanomar2020@gmail.com

[LinkedIn](#) | [Portfolio](#) | [Behance](#)

PROFESSIONAL SUMMARY

Results-driven Marketing Manager with 8+ years of experience leading full-funnel marketing strategies across Egypt, Saudi Arabia, and the GCC. Proven track record of boosting sales by 100%+, building high-performing teams, and designing data-driven campaigns across Meta, Google, and TikTok. Unique differentiator: the ability to independently build and deploy marketing websites, landing pages, and e-commerce stores using AI-assisted no-code tools (Framer, WordPress, Shopify, Zid, Salla) — eliminating dependency on developers and accelerating go-to-market speed. Holds an MBA with deep expertise in brand strategy, performance marketing, SEO/SEM, CRM, and digital transformation.

CORE COMPETENCIES

Digital Marketing Strategy · Performance Marketing (Meta, Google, TikTok Ads) · SEO / SEM · Brand Development · AI-Assisted Web Development · No-Code Web Building · Marketing Automation · CRM Strategy · Team Leadership · B2B & B2C Marketing · Content Strategy · UI/UX Design · Campaign Analytics · Budget Management · E-commerce Marketing · SOSTAC Framework · Influencer Marketing · Growth Hacking

WORK EXPERIENCE

Marketing Director Mar 2025 – Present

Jeunesse Store · Cairo, Egypt

Key Responsibilities

- Developed and executed the company's integrated marketing strategy spanning digital, offline, CRM, influencer, and performance advertising channels.
- Built a complete SOSTAC-based marketing framework including market analysis, audience profiling, brand positioning, and a 12-month growth roadmap.
- Led digital transformation initiatives: SEO optimization, website performance improvement, conversion funnel design, and content strategy overhaul.
- Directed multi-channel paid media (Meta, Google, TikTok) with primary focus on ROI, lead generation, and cost-per-acquisition reduction.
- Managed brand identity and supervised full creative direction across all platforms and touchpoints.

Key Achievements

- ✓ Strengthened Jeunesse's digital footprint and established the brand as a trusted distributor of natural health and wellness products in Egypt.
- ✓ Improved conversion rates through data-driven customer journey optimization and A/B-tested landing pages built independently using Framer.
- ✓ Built a scalable marketing ecosystem capable of supporting regional expansion into Egypt & Gulf markets.

Marketing Manager Jul 2024 – Mar 2025

DAG Law Firm & Legal Consultation · Riyadh, Saudi Arabia

Key Responsibilities

- Designed and executed B2B marketing strategies for a Saudi legal services firm, targeting corporate clients across KSA.
- Managed and mentored a team of marketing professionals, implementing weekly KPI reviews and performance frameworks.
- Oversaw end-to-end campaign management: brief, production, launch, tracking, and optimization across Facebook, Google, and LinkedIn.
- Built bilingual (Arabic/English) marketing collateral and managed brand identity to serve both local Saudi and international clients.

Key Achievements

- ✓ Boosted sales by 102% within an 8-month period through optimized paid campaigns and brand repositioning.
- ✓ Grew Facebook Ads conversions to make the platform the #1 client acquisition channel within 3 months of joining.
- ✓ Redesigned the company website independently for optimal UX — delivered in under 2 weeks using no-code tools.
- ✓ Designed and launched the firm's first mobile app UI/UX prototype within 2 weeks; led to full development approval.
- ✓ Elevated brand identity ranking in the market within 1 month by implementing a comprehensive brand refresh strategy.

Senior Marketing ExecutiveFeb 2023 – Jun 2024

Koura Medical Center · Giza, Egypt

Key Responsibilities

- Developed and executed comprehensive marketing strategies for a specialized pain management clinic, driving patient acquisition and brand visibility.
- Led, mentored, and managed a marketing team of 5, fostering a high-performing, data-driven culture.
- Managed full-cycle campaigns across Facebook, Instagram, and Google — from creative brief to post-campaign analytics reporting.
- Leveraged marketing automation (Mailchimp, CRM) to nurture patient leads and improve appointment-to-consultation conversion rates.

Key Achievements

- ✓ Increased Facebook Ads conversions, establishing it as the clinic's top client acquisition channel within 3 months.
- ✓ Grew brand market recognition through a full visual identity and messaging refresh delivered in 1 month.
- ✓ Designed and delivered the clinic's first mobile app UI/UX concept in 2 weeks — approved for full development.
- ✓ Redesigned the clinic website using no-code tools, improving user experience and reducing bounce rate.

Marketing ManagerMar 2021 – Mar 2023

Shawkat International Freight · Giza, Egypt

- Built a sales and marketing team of 8 members from scratch, establishing roles, workflows, and performance targets.
- Launched the company's first in-house textile brand in the local Egyptian market — developed brand identity, positioning, and launch campaign.
- Developed the strategic marketing plan for the company's first exhibition at Egy Beauty Expo 2020, managing all creative and logistics.
- Leveraged marketing automation tools to streamline lead nurturing and improve customer journey mapping.

Marketing ManagerDec 2017 – Mar 2020

Tiptop Advertising Agency · Giza, Egypt

- Managed public relations including media relations, press releases, and crisis communications for multiple client accounts.
- Developed marketing collateral (brochures, presentations, sales kits) supporting client sales teams and customer outreach programs.
- Conducted ongoing competitor analysis and market research, translating insights into actionable strategy recommendations for clients.

Marketing Specialist May 2017 – Dec 2017

El Yamama Red Bricks · Riyadh, Saudi Arabia

- Executed email marketing campaigns, market research, and competitor analysis to support lead generation and conversion optimization.
- Utilized Google Analytics and reporting tools to track campaign performance and provide data-driven insights.

DIGITAL PROJECTS & AI-ASSISTED WEB DEVELOPMENT

A core differentiator: the ability to independently conceive, design, and deploy functional marketing websites, landing pages, and e-commerce stores — without a development team — using AI-powered and no-code tools. This directly reduces time-to-market and agency costs.

- Built and launched personal portfolio site using Framer with AI-assisted layout and copy generation — abdelrahmanomar.framer.website
- Redesigned DAG Law Firm website for optimal UX using WordPress, independently delivered in under 2 weeks alongside marketing strategy work.
- Redesigned Koura Medical Center website using no-code tools, improving patient journey and reducing bounce rate without developer dependency.
- Built and managed e-commerce storefronts on Shopify, Zid, and Salla for clients across Egypt and KSA, including product pages, checkout flows, and campaign landing pages.
- Used AI tools (Claude, ChatGPT, Cursor) to accelerate web copy, landing page structure, email sequences, and creative briefs — typical turnaround 2-3x faster than traditional workflows.
- Designed UI/UX prototypes for 2 mobile apps in Figma (Koura Medical Center + DAG Law Firm) — both approved for full development.

EDUCATION

MBA — Business Administration Mar 2021 – Jun 2023

Royal British College, UK (Egypt Campus)

Grade: Very Good

BBA — Commerce Jun 2013 – May 2017

Advanced Academy, Egypt

Grade: Good

CERTIFICATIONS & PROFESSIONAL DEVELOPMENT

Digital Marketing Nanodegree · Udacity 2021

Advanced Graphic Design · American University in Cairo (AUC) 2018

Digital Marketing Fundamentals · Peace So Academy 2018

Mini MBA · Harvard Training College, Egypt 2018

TECHNICAL SKILLS

Advertising Platforms: Meta Ads Manager, Google Ads, TikTok Ads, Snapchat Ads, Twitter/X Ads

Web & E-commerce: WordPress, Shopify, Zid, Salla, Framer, Webflow (no-code)

Web Design & Prototyping: Figma, Adobe XD, Framer (UI/UX), Adobe Photoshop, Illustrator, InDesign

Analytics & SEO: Google Analytics 4, SEMrush, Search Console, Meta Pixel, Campaign Manager

AI & Vibe Coding Tools: Claude AI, ChatGPT, Cursor, Midjourney — used for web building, copy, and creative acceleration

CRM & Automation: HubSpot, Zoho CRM, Monday.com, Asana, Mailchimp

Video & Content: Adobe Premiere Pro, After Effects, Final Cut Pro

Office & Productivity: Microsoft Office Suite (Word, Excel, PowerPoint)

LANGUAGES

Arabic: Native / Mother Tongue | **English:** Professional Working Proficiency (B2)