

Ahmed El.Qadi . MBA.DBA

Marketing Director

✉ prof.elqadi@gmail.com ☎ +201005544720 📍 El Sheikh Zaid, Al Jizah, Egypt

🌐 <https://www.linkedin.com/in/ahmed-el-qadi-mba-dba-336430276/>

Summary

A results-driven Marketing Director with over 20 years of comprehensive experience in advertising, media production, and strategic marketing across ATL, BTL, and digital channels. Proven ability to develop and execute winning strategies, optimize ROMI, and fortify brand equity through deep consumer behavior analysis and innovative campaign development. Expertise spans managing complex projects, large-scale events, and specialized marketing teams, consistently driving growth and exceeding client objectives.

Experience

Star Trans

6th of October
2026-04 - Present

- Established annual and long-term marketing vision and plans.
- Oversaw marketing budget allocation to ensure maximum ROMI.
- Led and mentored specialized teams (Digital, Content, Product, Communications).
- Built and optimized high-efficiency Lead Generation channels.
- Translated market data into strategic insights, aligning efforts with Sales and Product teams.

Module Streamline

6th of October
2025-10 - 2026-03

- Established annual and long-term marketing vision and plans.
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UM MENAT

Dubai, United Arab Emirates
2024-02 - 2025-11

- Established annual and long-term marketing vision and plans.
- Forged impactful partnerships with industry stakeholders to drive collaborative campaigns, resulting in broadened outreach and strengthened brand positioning within target markets.
- Directed strategic planning initiatives for multi-channel campaigns over 2 years, utilizing Salesforce Marketing Cloud.

Creative Advertising Thinking (CAT)

Cairo, Egypt

Marketing Manager

2019-04 - 2024-01

- Defined and drove overall corporate marketing strategy to achieve growth targets, increase market share, and fortify brand equity.
- Directed strategic planning initiatives using HubSpot and SEMrush over a 12-month period, increasing campaign engagement by 37% across five national product launches and aligning execution with quarterly KPIs.
- Leveraged data-driven insights through Tableau and Google Analytics to assess performance metrics weekly for four concurrent campaigns, optimizing targeting strategies and increasing lead conversion rates by 28% quarter-over-quarter.
- Engineered cross-functional marketing initiatives by integrating CRM data with campaign management workflows, driving consistent message alignment across platforms and elevating customer engagement outcomes.

Radio One

Cairo, Egypt

Marketing Manager

2014-12 - 2019-03

- Directed cross-functional teams in the execution of multimedia marketing campaigns, leveraging data-driven insights to amplify audience engagement and enhance overall campaign effectiveness.

POD Egypt

Cairo, Egypt

Art Director

2012-04 - 2014-11

- Developed integrated visual campaigns by collaborating with design, copy, and digital teams, ensuring cohesive brand identity across paid, owned, and earned media channels.
- Directed implementation of advanced printing technologies on multi-channel campaigns over 18 months, resulting in a 30% increase in production efficiency and delivering brand assets across offset, digital, and large-format platforms within tight deadlines.

Tarek Nour Communications

Cairo, Egypt

Creative

2007-12 - 2012-03

- Devised holistic campaign concepts in collaboration with art directors and copywriters, harmonizing brand objectives with cultural trends to yield impactful content across television, digital, and print platforms.

PromOmedia Advertising & Production

Cairo, Egypt

Voice Over

2006-02 - 2007-11

- Delivered compelling voiceovers for multimedia advertising projects, tailoring vocal tone and pacing to align with diverse client brand identities and campaign themes.

Education

Arab Academy for Science, Technology and Maritime Transport	Smart Village Sheikh Zayed
Doctor of Business Administration (DBA) Minor in Strategic Marketing and Consumer Behavior	branch, Egypt
	2026-01 – 2026
Arab Academy for Science, Technology and Maritime Transport	Smart Village Sheikh Zayed
Master's degree, Business, Management, Marketing, and Related Support Services Minor in Marketing	branch, Egypt
	2022-05 – 2024-05

Skills

Marketing & Strategy: Marketing Consulting, Marketing Management, Winning Strategies, Market Positioning & Brand Equity, Consumer Behavior Analysis, Budget Stewardship & ROMI Optimization, Demand & Lead Generation, Exhibition & Conference Management

Creative & Production: Media Production & Creative Thinking, Voice Over Talent

- Strategic leadership in developing and executing comprehensive marketing visions and long-term plans.
- A strong understanding of consumer behavior analysis to inform strategic marketing decisions.
- Proficiency in defining and driving corporate marketing strategy to achieve growth targets, increase market share, and fortify brand equity.
- Proven ability to lead and mentor specialized marketing teams, including Digital, Content, Product, and Communications.