

Eid Moussa

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SUMMARY

Strategic Marketing Leader with a proven nine-year track record of translating data into measurable growth. I began my career as a digital content specialist and rapidly advanced to leading marketing departments across diverse industries, from telecommunications to luxury goods. I specialize in building and directing high-performing teams, consistently achieving over 20% increases in customer acquisition and ROI through innovative, data-driven digital campaigns.

EXPERIENCE

Chief Marketing Officer | Just Smash

July 2025 – Present, Nasr City, Egypt · On-site

- Doubled company sales (+100%) through data-driven marketing strategies, optimized media buying, and refined customer targeting.
- Delivered a complete brand transformation (Rebranding) that rebuilt the brand's identity, visuals, tone of voice, and in-store experience — resulting in higher brand recall and stronger Gen Z resonance.
- Designed and executed full 360° marketing campaigns integrating social media, influencers, paid ads, SMS, outdoor, and on-ground activations, generating significant growth in footfall and online engagement.
- Scaled digital performance by leading high-impact advertising campaigns across TikTok, Snapchat, Meta, and Google — consistently improving CTR, reach, and ROAS.
- Boosted branch openings with full-funnel launch strategies, combining hype content, influencer coverage, SMS blasts, and on-site activations to maximize turnout.
- Directed creative production (model shoots, food content, storytelling videos), elevating the brand's visual standards and reinforcing a trend-driven identity.
- Established a high-performing influencer ecosystem with micro and macro creators, driving organic buzz and paid conversions for key products and campaigns.
- Enhanced customer experience by aligning marketing with operations, product development, and store execution, resulting in stronger brand consistency across all touchpoints.
- Implemented trend-based content frameworks that significantly increased engagement, virality, and brand relevance among Gen Z audiences.

Chief Marketing Officer | Caravana Luxury

October 2024 – July 2025, Makkah, Saudi Arabia · On-site

- Developed and executed a comprehensive marketing strategy that positioned Caravana as a top 5 luxury perfume brand in the region within 9 months.
- Led multi-platform digital campaigns (Meta, Google Ads, TikTok) that generated a 40% increase in online sales and a 35% growth in brand awareness.
- Managed a team of 5 marketing specialists, fostering a collaborative environment that improved team productivity by 25%.

Head of Digital Marketing | International Business Driving License (IBDL)

February 2023 – December 2023, 6th of October, Egypt · Remote

- Directed digital campaign strategies that aligned with organizational goals, resulting in a 50% increase in qualified leads.
- Implemented a daily performance tracking system for all campaigns, providing actionable insights that led to a 20% optimization in ad spend.

Head of Marketing | EMYS (The Club)

July 2022 – May 2023, 6th of October, Egypt · On-site

- Developed and executed marketing strategies that increased qualified traffic by 30%.
- Successfully launched multi-channel campaigns that drove significant growth in membership.
- Fostered strategic partnerships that enhanced the brand's market presence.

Social Media Manager | EMYS (The Club)

February 2022 - July 2022, 6th of October, Egypt · On-site

- Maintained a strong social media presence that led to a 28% increase in follower engagement.
- Collaborated with creative teams to produce high-impact content for various platforms.
- Analyzed and reported on campaign performance, optimizing for better results.

Head of Digital Marketing | UFC GYM EGYPT

February 2020 – February 2022, 6th of October, Egypt · On-site

- Drove social media growth by 44% through innovative content and community engagement strategies.
- Developed and implemented marketing plans that contributed to a 35% increase in membership.
- Managed and mentored a team, fostering a collaborative and results-driven environment.

Senior Digital Marketing Specialist | Arms Media Solutions

July 2015 - May 2016, 6th of October, Egypt · On-site

- Built strong networks with industry influencers to amplify brand reach.
- Led a team in creating high-impact marketing campaigns, resulting in a 25% increase in brand visibility.
- Provided training and feedback to team members, enhancing overall productivity

Social Media Specialist And Video Colorist | Arms Media Solutions

January 2015 - July 2015, 6th of October, Egypt · On-site

- Executed social media strategies that aligned with business goals, increasing engagement by 32%.
- Managed content creation and publication, ensuring consistency and quality.
- Edited and color-corrected video content, enhancing visual appeal and storytelling.



KEY MARKETING PROJECTS

Head of Marketing | Alghanem Industries co. (Asl Aloud)

February 2024 – October 2024, Riyadh, Saudi Arabia · On-site - Project

- Spearheaded the development and execution of digital marketing strategies, driving a 15% increase in online sales.
- Monitored and analyzed campaign performance, providing actionable insights that improved ROI by 20%.
- Managed cross-functional teams and coordinated creative refreshes and bidding strategies.

Head of Digital Marketing | Telecom Egypt (we)

December 2023 – February 2024, 6th of October, Egypt · On-site

- Led digital campaigns that contributed to a 25% increase in customer acquisition.
- Implemented optimization techniques that enhanced campaign efficiency by 30%.
- Collaborated with internal teams to align digital strategies with broader company objectives.

Head of Digital Marketing | Al Saif Co. & SIT Saudi Co

May 2023 – October 2023, Heliopolis, Egypt · On-site

Al Saif Co:

- Conducted market research and executed campaigns that led to a 17% increase in market share.
- Managed content development for web and social media, driving a 12% increase in website traffic.
- Analyzed campaign results and optimized strategies for better performance.

SIT Saudi Co:

- Orchestrated digital marketing initiatives that resulted in a 20% growth in customer base.
- Conducted competitor analysis to stay ahead of industry trends and adjust strategies accordingly.

EDUCATION

Bachelor's degree, Business/Commerce, General

The Higher Institute of Cooperative & Managerial Studies

2022 • Good

COURSES & INTERNSHIPS

- **LinkedIn Marketing Solutions Fundamentals**, LinkedIn • 2023
- **Fundamentals of Digital Marketing**, Google • 2023
- **Accounting Fundamentals**, Corporate Finance Institute® (CFI) • 2022
- **Create a Social Media Marketing Campaign**, FutureLearn • 2022
- **Introduction to Banking**, Corporate Finance Institute® (CFI) • 2022
- **Reading Financial Statements**, Corporate Finance Institute® (CFI) • 2022

CORE COMPETENCIES & TECHNICAL SKILLS

- Word, Excel, Outlook, PowerPoint.
- Google Analytics (Looker Studio, GA4)
- Hootsuite, Meta Business Suite, Later, Buffer.
- Mailchimp, HubSpot Marketing Hub
- Adobe Photoshop, Adobe Premiere, Adobe Illustrator, Final Cut, DaVinci Resolve, Canva.
- Digital Marketing Strategy & Execution.
- Market Analysis & Customer Segmentation.
- SEO, SEM, SEMrush, Ahrefs, PPC, Google Ads, and Content Marketing.
- Campaign Management & Performance Optimization.
- E-commerce & Global Market Understanding (Shopify, WooCommerce, Zid, Yoast SEO).
- Strategic Thinking.
- Emotional Intelligence.
- Cultural Awareness.
- Customer Service.



- Customer-Centric Mindset.
- Leadership & Team Management (Asana, Trello, Monday.com, ClickUp, Slack, Notion).
- Strategic Planning & Decision-Making.
- Communication & Negotiation.
- Creative Problem Solving.
- Time Management & Adaptability.

