

Ahmed Ezzat Ali

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Portfolio: <https://drive.google.com/file/d/1s3EmGaPoiqSUX5pwHZtWDYKFdmtDaY1B/view?usp=sharing>

Summary

Senior marketing and commercial leader with 16+ years across MENA, driving growth through GTM strategy, demand generation, performance marketing, and revenue operations. Experienced in leading cross-functional teams, managing budgets, improving conversion and ROAS, and building scalable customer acquisition engines.

Education

Cairo University	Cairo, EG
BA Commerce, Business Administration	2013
Fort Hays State University	Kansas, USA
MBA in Marketing	Expected 2026

Experience

Our Education for Investments	Riyadh, Saudi Arabia
MENA Commercial Director	Nov. 2024 – Present
- Leading both Marketing and Sales teams to initiate commercial activities, growth hacking, and market share increase. - Expanding into new markets in Oman, UAE, Egypt, Qatar, Iraq, Pakistan, Morocco, Algeria, Jordan, UK and more. - Building an all-around team of skilled business developers with Product Development metrics to launch new 7 products in KSA - Signed with 76+ Clients within 6 Months of Activation, and exceeded 200K Subscribers - Realized 11 MENA Strategic Partnerships	
Gobooc	Riyadh, Saudi Arabia
Marketing Manager, then CEO	Jun. 2022 – Nov. 2024
- Onboarded 150 suppliers (GDS) to strengthen the business network. - Spearheaded 370 direct contracts with hotels, with ongoing expansions. - Led a comprehensive rebuild of the website & apps, incorporating AI for functionality. - Significantly improved sales conversion from 0.57% to 6.2% within just 6 months. - Successfully entered a new market in East-Asia, broadening the company’s global footprint.	
Torjoman	Saudi Arabia & UAE
Marketing Manager	Nov. 2021 – Nov. 2022
- Clinched 308% increase in conversions through targeted email campaigns. - Amplified conversions by 300% through strategic AdWords optimizations. - Expanded into new markets, driving significant growth.	

Earlier Experiences

- Marketing Manager | Andalusia Hospitals | Egypt Office | KSA Market | 2021 – 2021
- MENA Commercial Director | AS Arabia | Egypt Office | MENA Region | 2019 – 2021
- Marketing Manager | Maridive Oil Services | Egypt Office | Global | 2018 – 2019
- Marketing & General Manager | Magenta Marketing Agency | Egypt Office | Egypt | 2015 – 2018
- Digital Marketing Manager | Saudi Professional League | Egypt Office | KSA Market | 2015 – 2017
- Marketing & Vendor Manager | LexiCon Translation | Egypt Office | Turkey & Europe | 2014 – 2015
- Customer Care Trainer | Vodafone | Egypt Office | Egypt | 2013 – 2014
- Social Media Specialist | Oleeah Sports Newspaper | Egypt Office | GCC Market | 2012 – 2013
- Digital Marketing Manager | Yqeen News Network | Egypt Office | Egypt | 2011 – 2012
- Marketer & Co-Founder | Pixie Designs | Egypt Office | Egypt | 2009 – 2011
- HR Coordinator | Egyptian Community for Accounting & Taxation | Egypt Office | Egypt | 2007 – 2009

COMPETENCIES

- Go-to-Market Strategy (B2B / B2C / MENA)
- Growth Strategy & Revenue Marketing
- Demand Generation & Lead Generation
- Performance Marketing (Paid Social / Search / Programmatic)
- SEO & Content Strategy
- Conversion Rate Optimization (CRO) & Funnel Optimization
- Lifecycle Marketing, CRM & Marketing Automation
- Brand Strategy, Positioning & Messaging
- Marketing Analytics, Attribution & KPI Reporting
- Product Marketing & Launch Campaigns
- Event & Field Marketing (Expos / Roadshows)
- Team Leadership & Cross-Functional Alignment
- Budget Planning & ROI Management
- AI Enablement & Automation for Marketing

Skills & Tools

- **Performance & Acquisition:** Google Ads, Meta Ads, LinkedIn Ads, TikTok Ads, Campaign Optimization, Retargeting, UTM Strategy
- **SEO & Content:** Technical SEO, On-page SEO, Keyword Research, Content Strategy, Landing Page Copywriting
- **CRO & Experimentation:** Funnel Optimization, A/B Testing, Conversion Tracking, UX Optimization
- **Analytics & Reporting:** GA4, Google Tag Manager, Looker Studio, Excel (Pivot Tables), KPI Dashboards, Attribution Basics
- **CRM & Automation:** HubSpot (CRM, Workflows, Email Automation), Lead Scoring, Segmentation, Lifecycle Journeys
- **Creative & Execution:** Canva, Adobe, Briefing & Creative Direction, Social Media Management
- **AI for Marketing:** Prompting, Content/Ad Variations, Automation Workflows, AI-assisted Research

Certifications

- Root Cause Analysis (6 Sigma)
- Certified Professional Marketer (American Marketing Association)
- Business Champions: How to Thrive under any Economic Conditions (ActionCoach USA)
- Advanced Marketing Diploma (Vesius Center in Dubai)
- Finance for Non-Financial Managers