

AHMED ADEL AHMED MOHAMED

Pyramid Plateau, Al Haram Area, Giza City Egypt

E-mail : ahmedadel.coder@gmail.com

Mobile/Whatsapp: (+2) 010 1035 1448

CURRENT JOB :

Marketing Manager

Objectives

Establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments.

Lead the execution of marketing programs from start to finish, leveraging internal support and driving collaboration.

Analyze customer insights, consumer trends, market analysis, and marketing best practices to build successful strategies.

Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for future campaign development and go-to-market strategies, complete with formal proposals and recommendations on tactics.

Partner with email, performance marketing and web teams to design, test and evolve lead nurturing tactics.

Responsibilities

Working in partnership with the company teams, develop creative briefs and guide creative direction to meet objectives for all advertising and public-facing communications, including print, digital, and video assets.

Conceptualize and execute on multi-channel campaigns across the prospect and customer lifecycle, ensuring the alignment of communications and messaging across all channels.

Manage content and updates for customer and internal touch points, establishing budget guidelines, participating in events, documenting business processes, and providing additional sales support.

Gather customer and market insights to inform outreach strategies, increase customer conversions, and generate more qualified leads.

Identify effectiveness and impact of current marketing initiatives with tracking and analysis, and optimize accordingly.

Present ideas and final deliverables to internal and external teams, and communicate with senior leaders about marketing programs, strategies, and budgets.

EXPERIENCE

Work Experience

- ❖ April 2024 up to date Marketing Manager at Business Guiders Company.
- ❖ May 2022 – March 2024 Online Business Developer Team Leader at Qortoba Institute.
- ❖ November 2020- May 2022 Online Business Developer at Almutamiyz for Trading & Investment
- ❖ April 2019 - October 2020 Marketing Manager at IQRAA Company for IT.

- ❖ September 2018 - April 2019 Digital Marketing Team Leader for SCMTC Company.
- ❖ November 2017- September 2018 Senior Digital marketing specialist at Arabia for Information Technology.
- ❖ November 2016-October 2017 Marketing Team Leader at Arab Genius foundation.
- ❖ February 2016 - November 2016 Digital Marketing Manager assistant (Team Leader) Luzaz Company.
- ❖ November 2012 - February 2016 Senior Digital marketing specialist Business Builder Company.
- ❖ October 2011 - November 2012 Digital marketing specialist Salam center Company.
- ❖ August 2009 - September 2011 CSR (Customer Service Representative) at ECCO company for Vodafone Egypt Project.
- ❖ September 2008- August 2009 Freelance commercial lawyer.
- ❖ September 2007- August 2008 Commercial advisor, and Governmental License responsible for Commercial and Governmental License to:
 - Itsalat International Company (I2).
 - First International Company (Laguna Restaurants).
 - Pouras Company for Petroleum services.
 - Dolphin Tourism Company.
- ❖ February 2006-August 2007 Commercial lawyer for El Wahab Group, and Wisdom Tours.

Projects

- ❖ Tegarati as an integrated online commercial platform for Business Guiders Company (February 2025 - May 25, 2025).
- ❖ Altugaar as an integrated online commercial platform for Business Guiders Company (January 2025 - May 25, 2025).
- ❖ Jobs Gate Platform as an integrated recruitment platform and social network for Business Guiders Company (October 2024 May 25, 2025).
- ❖ Al Atibaa as medical care integrated platform and social network for Business Guiders Company (September 2024 - May 25, 2025).
- ❖ Medical Care App as an integrated medical care platform for Business Guiders Company (September 2024 – May 25, 2025).
- ❖ Care Plus App as Integrated Online health care platform Business Guiders Company (September 2024 April 7, 2025).
- ❖ Islamic Studies Academy as integrated online Islamic education platform for Business Guiders Company (May 2024 up to June 2025).

- ❖ Creativo Academy as an integrated online self-education platform for Business Guiders Company (May 2024 – September 2024).
- ❖ Ketaby Academy as an online Self Education Platform for non-native speaker for Business Guiders Company (May 2024 – August 2024).
- ❖ Arabic Self Education Platform for non-native speaker to Qortoba Institute for Arabic Studies (November 2023 - March 2024).
- ❖ Legal office organizer App for Egyptian Bar Association (May 2022 - November 2022).
- ❖ Speaking Arabic Self Education Program for non-native speaker (May 2022 - December 2022).
- ❖ Top Doctor Medical App Almutamiyz for Trading & Investment (November 2020 - May 2022).
- ❖ Iqraaa Quran learning App for IQRAA Company for information technology (April 2019 - October 2020).
- ❖ App Store Optimization for Al Kshaaf Islamic App iOS and Android version for Arabia for Information Technology (May 2018 - September 2018).
- ❖ Digital Marketing Hessah Islamic Apps Project (Ibn Saadi app) for Arabia for Information Technology (May 2018- September 2018).
- ❖ App Store Optimization for Al Mawareeth App, iOS and Android version for Arabia for Information Technology (April 2018- September 2018).
- ❖ App Store Optimization for Zad Almostaqna`a App, iOS and Android version for Arabia for Information Technology (March 2018 - September 2018).
- ❖ App Store Optimization for Zakat App iOS version for Arabia for Information Technology (February 2018 - September 2018).
- ❖ Digital Marketing Rajhi Islamic Apps Projects (The Great Quran - Azkar AlBaqiyat - 9books App) for Arabia for Information Technology (December 2017 - September 2018).
- ❖ Digital Marketing Project for Qortoba Institute (December 2017 - June 2019).
- ❖ Digital Marketing Project for Jobs App July 2017.
- ❖ Mobil Application Project to “Jobs App” June 2017.
- ❖ Mobil Application Project to “AMAD” Company April 2017.
- ❖ Social Media Marketing Project to “Atyaf tours” Company January 2017.
- ❖ Digital Marketing Project for Maktabi Mobile Application Android version December 2016.
- ❖ Social Media Marketing Project to “Atyaf tours” Company June 2016.
- ❖ Social Media Marketing Project to “Estisharat for legal and real-estate Services” foundation May 2016.

- ❖ Mobil Application Project to “Progate” Company April 2016.
- ❖ Digital Marketing Project to “My Diamond” Company April 2016.
- ❖ Digital Marketing Project to “Ben Soliman” Company March 2016.
- ❖ Digital Marketing Project to “Miss Venus” Company February 2016.
- ❖ Digital Marketing Project to “Elahly Elyom” magazine May 2015.
- ❖ Social Media Marketing Project to “Elsheimy” legal foundation May 2014.
- ❖ Social Media Marketing Project to Psychology Salam center January 2013.
- ❖ Social Media Marketing Project to Top Skills for training and development January 2012.
- ❖ Social Media Marketing Project to Tafaker foundation for training and development November 2011.

Certifications

Google Specializations and Awards



Google Cloud

Google Cloud Digital Leader Training
Developing Applications with Google Cloud

(April 2022)
(August 2019)



(A) Google Analytics Academy Certificates

- ❖ Advanced Google Analytics Certification
- ❖ Google Analytics for Beginners Certification

October 2018.
October 2018.



Google Ads

(B) AdWords Certificates

- ❖ AdWords Video Certification
- ❖ AdWords Display Certification
- ❖ AdWords Search Certification
- ❖ AdWords Fundamentals Certification Academy for Ads
- ❖ The Fundamentals of Digital Marketing Certification

July 2018.
July 2018.
June 2018.
June 2018.
June 2018.

Marketing Certificates and Awards



HubSpot Academy Certificates

- ❖ Sales Enablement Certification
- ❖ Content Marketing Certification
- ❖ Email Marketing
- ❖ Inbound Sales Certification
- ❖ Inbound Marketing Certification
- ❖ Inbound Certification

April 2018.
April 2018.
April 2018.
April 2018.
April 2018.
April 2018.



Google Academy Awards

- ❖ Video for Brand Basics (Academy for Ads) August 2018
- ❖ Bid Manager Brand Controls Basics (Academy for Ads) July 2018
- ❖ AdWords Display Brand Controls Basics (Academy for Ads) July 2018

Cybersecurity *Professional Certificates and Awards*



Palo Alto Networks Cybersecurity Professional Certificates (February 2022)



Data Science Awards

- ❖ Data Science Methodology August 2019
- ❖ Data Science Orientation August 2019
- ❖ Open-Source tools for Data Science July 2019



Cybersecurity Awards

- ❖ Cyber Threat Intelligence April 2022
- ❖ Penetration Testing, Incident Response and Forensics February 2022
- ❖ Cybersecurity Roles, Processes & Operating System Security January 2022
- ❖ Cybersecurity Compliance Framework & System Administration January 2022
- ❖ Network Security & Database Vulnerabilities January 2022
- ❖ Introduction to Cybersecurity Tools & Cyber Attacks January 2022

Artificial Intelligence

- ❖ Introduction to Artificial Intelligence August 2019



Cloud Computing Awards

- ❖ Cloud and Wireless Security (ISC2) March 2024
- ❖ Essential Cloud Infrastructure: Foundation (Google Cloud) August 2019
- ❖ Google Cloud Platform Fundamentals: Core Infrastructure (Google Cloud) August 2019
- ❖ Elastic Cloud Infrastructure: Containers and Services (Google Cloud) August 2019
- ❖ Exploring and Preparing your Data with BigQuery (Google Cloud) July 2019
- ❖ API Design and Fundamentals of Google Cloud (Google Cloud) July 2019

Data Science Awards

- ❖ Managing Data Analysis (Johns Hopkins University) August 2019
- ❖ Building a Data Science Team (Johns Hopkins University) August 2019



PMI (Project Management Institute) Awards

❖ Business Process Improvement	June 2020
❖ Six Sigma: Green Belt	June 2020
❖ Six Sigma Foundations	May 2020
❖ Lean Six Sigma Foundations	May 2020
❖ Lean Foundations	May 2020
❖ Developing Managers in Organizations	May 2020
❖ Decision-Making Strategies	May 2020
❖ Developing Business Acumen	May 2020
❖ Business Acumen for Project Managers	May 2020
❖ Change Management for Projects	May 2020
❖ Leading Projects	May 2020
❖ Managing Project Stakeholders	May 2020
❖ Product Innovation for Product Managers	May 2020
❖ Technology for Product Managers	May 2020
❖ Product Management: Building a Product Strategy	May 2020
❖ Product Management: Building a Product Roadmap	May 2020
❖ Product Management: Customer Development	May 2020
❖ Program Management Foundations	May 2020
❖ Project Management: Government Projects	May 2020
❖ Scrum: Advanced	May 2020
❖ Software Project Management Foundations	May 2020
❖ Agile Development Practices	May 2020
❖ Agile Requirements Foundations	May 2020
❖ Agile Foundations	May 2020
❖ Strategic Focus for Managers	February 2020
❖ Strategic Planning Foundations	February 2020
❖ Project Portfolio Management Foundations	February 2020
❖ Project Management: International Projects	February 2020
❖ Project Management Foundations	February 2020
❖ Managing Experienced Managers	February 2020
❖ Managing New Managers	February 2020
❖ Business Analysis Foundations	February 2020



❖ Program Management for IT Professionals	(May 2020)
❖ Agile Software Development	(May 2020)
❖ Advanced Branding	(July 2019)



Cloud Computing Awards

❖ Essential Cloud Infrastructure: Foundation	(Google Cloud)	August 2019
❖ Google Cloud Platform Fundamentals: Core Infrastructure	(Google Cloud)	August 2019
❖ Elastic Cloud Infrastructure: Containers and Services	(Google Cloud)	August 2019
❖ Exploring and Preparing your Data with BigQuery	(Google Cloud)	July 2019
❖ API Design and Fundamentals of Google Cloud	(Google Cloud)	July 2019

Digital Credentials

Verified digital credential from the IBM Digital Badge for recognition of skill, achievement and contribution

▪ Cyber Threat Intelligence	April 2022
▪ Penetration Testing, Incident Response and Forensics	January 2022
▪ Network Security & Database Vulnerabilities	January 2022
▪ Cybersecurity Compliance Framework & System Administration	January 2022
▪ Cybersecurity Roles, Processes & Operating System Security	January 2022
▪ Introduction to Cybersecurity Tools & Cyber Attacks	January 2022
▪ Program in Quantum Computing Intro.	December 2019
▪ Data Science & Analytics Intro.	December 2019
▪ Blockchain Intro.	December 2019
▪ Internet of Things Intro.	December 2019
▪ Artificial Intelligence Intro.	December 2019
▪ Artificial Intelligence Essentials.	August 2019
▪ Data Science Methodology	August 2019
▪ Open Source Tools for Data Science.	August 2019
▪ Open Source Data Science Orientation.	July 2019
▪ Program in Cybersecurity Intro.	June 2019

Skills

Language Skills:

- Native language Arabic (Mother language).
- Excellent command of both written and spoken English.

Computer Skills:

- Excellent Knowledge of Microsoft Office Programs
(Word, Excel, Power Point, Access, Outlook, InfoPath, OneNote and Project).

Marketing and Sales Skills:

- Digital Marketing Fields (ASO – SEO - SEM- PPC – SMM – OEM – SMO - CRO- Ecommerce and Classifieds Posting)
- Ad Planning, Buying, Viral Marketing, Bulk Marketing, Affiliate Marketing and Telemarketing.
- Network marketing (Hybrid System- Binary System- Matrix System- Stair step Breakaway System- Unilevel System & MLM)
- Sales and CRM.

Ecommerce Skills:

- WordPress E-Commerce Development Woo Commerce & Storefront.
- Magento E-commerce Solutions for the Online Store.
- OpenCart development for shopping store.
- PrestaShop for E-Commerce websites.

Web Programming Skills:

- Excellent Knowledge of HTML 5 & CSS 3.
- JavaScript programming.
- PHP programming.

Programming Skills:

- Java for Android.
- Kotlin for Android.
- Python for Data Science, AI, and Machine Learning.
- Programming for Data Science with R.

Artificial Intelligence Skills:

- Artificial intelligence for business analysis.
- Artificial Intelligence for Trading.
- AI for Business Leaders.
- Machine learning for business intelligence.
- Artificial Intelligence for Trading
- Deep Learning for marketing analysis.
- Neural network for market prediction.

Courses (Off line)

- ❖ November 2017 participate in training courses for iOS Mobile Application Development.
- ❖ November 2015 participate in training courses for Android Mobile Application Development.
- ❖ August 2013 participate in training courses for HTML 5 & CSS 3 programming.
- ❖ November 2012 participate in training courses for Web design.
- ❖ April 2011 participate in training courses for TOT (Training of Trainers).
- ❖ March 2011 participate in training courses for High Level E-Marketing and Advanced Digital Marketing.
- ❖ April 2009 Graduate Resource Program(GRP) sales track sponsored by Dale Carnegie

Sales Advantage:

- Strengthen relationships by client loyalty.
- Develop appositve attitude to generate predictable sales result.

Negotiation:

- Establish personal credibility.
- Discover the true needs of negotiation situations.
- Resolve conflict.
- Plan and use powerful negotiation tactics to achieve Win-Win out

comes.

Cold Calling

- Be Confident when cold calling.
- Use effective power phrases to gain appointments.
- Maintain a positive attitude toward cold calling.

- ❖ February 2009 The Dale Carnegie seminars on Build great self-confidence, strengthen people skills, enhance communication skills, develop leadership skills and reduce stress &our attitude.

- ❖ January 2009 – April 2009 Basic Business Skills Acquisition (BBSA) Cairo, Egypt
Sponsored by the Future Generation Foundation (FGF)

Training

- Developed Language and Computer Skills
 - Enhanced Presentation & Project Development Skills
 - Acquired Basic Business Skills including: Marketing, Sales, Banking, Accounting, Business Correspondence and Report Writing.
- ❖ August 2008 ICDL Certificate (International computer driving license).
 - ❖ April 2007 participate in training courses for lawyers in the "International Commercial Arbitration" Bar Association.
 - ❖ April 2007 participate in training courses for lawyers in the "intellectual property protection" organized by the League of Arab States, Union of Arab Lawyers and Egyptian Bar Association.
 - ❖ February 2007 participate in training courses for lawyers in “lawyer’s development skills ”.
 - ❖ February 2007 participate in training courses for lawyers in the "arbitration disputes in the oil and natural gas".
 - ❖ October 2006 participate in training courses for lawyers in "international treaties related to the work of the legal profession".
 - ❖ April 2006 Participation in the introductory training courses for lawyers in the "International Commercial Arbitration" Bar Association.
 - ❖ December 20th 2005 Attendance at the 11th annual worldwide conference league for the development of the leaders entitled" building true success: wherever you live and work".
 - ❖ March 26th 2005 participate in groups and workshop on human skills necessary to life, entitled: "Discussing You".
 - ❖ February 25th 2005 participate in groups and a workshop on the habits necessary for success distinguished leaders entitled: The habits of success".
 - ❖ December 2004 participate in a training course on administrative psychology and personalities of different individuals entitled: "psychology of People".
 - ❖ October 2004 participate in groups and organized a workshop on psychology and its importance in life, entitled: “Self-knowledge necessity for more success”.
 - ❖ April 2004 participate in a training course on the motivating people and how to identify targets and time management: Entitled: “Motivation & Goal Setting”.
 - ❖ April 2004 participate in a training course on management of self and mental balance of physical, spiritual: Entitled "Live in Balance".
 - ❖ August 2003 participate in a training course on team work management and marketing skills development and humanity.
 - ❖ August 2003 participate in a training course on sales and marketing types and mechanisms.

- ❖ June 2003 participate in an advanced training course on sales.
- ❖ April 2003 participate in a basic training course on sales.

EDUCATION

Bachelor Degree:

Faculty of Law Cairo University Cairo, Egypt Graduation Year 2005

INTERESTS

Martial Arts, Playing chess, Reading, and listening to music.

PROFESSIONAL AFFILIATIONS

Registration of patents & trademarks agent.

International Aikikai Aikido Federation membership.

Egyptian Aikido Association membership.

PERSONAL INFORMATION

Date of Birth: 6/28/1983

Military Status: Exempted