



Mohamed Ahmed Elshiekh

SENIOR DIGITAL MARKETING SPECIALIST GROTH MARKETTER

CONTACT



+968 7710 8098



Contact@mohamedelshiekh.com



Muscat - Oman



Mohamed Elshiekh



Mohamedelshiekh.com

MY PORTFOLIO

EDUCATION

2012 - 2016

BACHELOR OF ARTS

Tanta University

TECHNICAL PROFICIENCY

Advertising Platforms:

Google Ads, Meta Ads, TikTok Ads, Snapchat Ads,
LinkedIn Ads , X Ads ,Email Marketing ,Sms
,whatsapp .

Analytics Tools:

Google Analytics 4, Google Tag Manager,
Microsoft Clarity , Mixpanel .

Marketing Tools:

CRM Systems, AI Marketing Automation,
WordPress, SEO Tools .

Technical Skills:

Conversion Tracking, Attribution Modeling,
A/B Testing, Scailing , Performance Analytics
data analysis , PPC , SEM , SEO , CRO .

ABOUT ME

Senior Digital Marketing Specialistwith 7+ years of experience managing \$10 M+ in digital advertising spend. Google Ads expert with documented success in performance marketing and cross-platform campaign optimization. Proven track record of delivering 40%+ ROAS improvements through data-driven strategies and advanced analytics. Experienced team leader with expertise in mentoring and developing high-performing media buying teams across MENA region.

EXPERIENCE

SENIOR DIGITAL MARKETING SPECIALIST

Cleverness Saudi Arabia 2024 - Present

Direct \$500K+ monthly digital advertising budget across multiple platforms, achieving 35% increase in lead generation. Lead and mentor team of 5 media buyers, implementing performance tracking and optimization protocols . Develop and execute data-driven campaign strategies across Google Ads, Meta, and emerging platforms. Establish comprehensive attribution models resulting in 25% improved campaign efficiency . Implement advanced A/B testing methodologies to optimize campaign performance.

TEAM LEADER MEDIA BAYER Be Group

Led Google Ads team in optimizing campaigns across multiple platforms to drive ROI and achieve digital marketing goals.

- Collaborated with marketing and sales teams to align campaigns with business growth strategies.
- Utilized advanced tools like Google Analytics and Google Tag Manager to analyze data and continuously improve campaign performance.

DIGITAL MARKETING SPECIALIST EISNO 2023 part Time

- Managed digital marketing campaigns on Google Ads, Snapchat Ads, Tiktok Ads, and Facebook Ads to boost brand visibility and attract high-quality leads.
- Analyzed key metrics like Cost-Per-Click (CPC) and Click-Through Rate (CTR) to optimize campaigns for maximum engagement and conversions.

EXPERIENCE

Deltawy **MEDIA BAYER** 2020 - 2022

Managed multi-channel advertising campaigns with focus on Google Ads .
Optimized campaign performance through advanced targeting and bid strategies .
Implemented conversion tracking and analytics solutions .
Generated comprehensive performance reports and ROI analysis.

Carrefour **SELAES MAN** 2013 - 2016

- Managed sales activities and developed customer service strategies to ensure high levels of customer satisfaction.
- Analyzed customer behavior across digital platforms to deliver a seamless, integrated customer experience.
- Provided recommendations to improve overall sales performance and consistently met revenue targets.

Advertiser **SENIOR MEDIA BUYER** 2022 - 2024

Managed \$1M+ annual advertising budget achieving 40% ROAS improvement through strategic optimization .
Implemented GA4 and GTM tracking solutions, enhancing attribution accuracy by 30% .
Optimized campaigns across real estate, medical, and B2B sectors using programmatic advertising .
Developed automated reporting systems using AI tools, reducing reporting time by 60% .
Executed cross-platform media buying strategies across Google Ads, Meta, TikTok, and Snapchat.

MEGA MART **GOOGLE ADS SPECIALIST** 2016 - 2020
Bahrain

Achieved 150% ROAS improvement through strategic campaign optimization and bidding strategies .
Implemented comprehensive conversion tracking systems, improving attribution by 35% .
Managed e-commerce campaigns across search, display, and shopping platforms .
Generated actionable insights through advanced analytics and CRM integration .
Developed and executed full-funnel marketing strategies for retail operations.

CORE COMPETENCIES

Strategy

Strategic Planning.

Digital Advertising Strategy

Campaign Management

Performance Marketing
ROI/ROAS Optimization
Attribution Modeling

Technical Expertise

Growth Hacking
Media Buying
lead generation
Google Tag Manager
CRM Systems Integration
Marketing Automation

Leadership

Cross-functional Collaboration
Project Management
Performance Analysis
Problem-Solving

Build a funnel

Cross-Platform Media Buying
Budget Management (\$5M+ annually)

Google Ads (Certified Partner)
Meta Advertising Platform
Data-driven
Google Analytics
SM Advertiser
Email Marketer

Team Management & Development
Communication skills
Client Relationship Management

ACHIEVEMENTS

Boosted ROAS by 50% across multiple campaigns through advanced bid strategies and A/B testing.
Successfully managed and optimized campaigns for a \$10M+ cumulative advertising budget.
Implemented GA4 and tracking solutions across various organizations, improving analytics accuracy by 30%.
Increased lead generation by 35% for real estate campaigns through tailored audience strategies.

CERTIFICATIONS

Foundations of Digital Marketing and E-commerce	COURSERA
Marketing Diploma 3 in 1	EHAB MESALLUM
Social Media Marketing	HP
Performance Marketing	HIVE ANALYTICS
Google Tag Manager & GA4 & PPC & Google ads	CXL
Google ads	GOOGLE SKILL SHOP
Real Estate Marketing	EISSA
SEO	SEMRUSH
Copywriter	FATMA MOSTAFA
Marketing Automation	MOHAMED ELDEEP

TESTIMONIAL

<u>FADY SAIF</u>	DIGITAL MARKETING MANAGER
<u>Hozifa Tarek</u>	DIGITAL MARKETING MANAGER

INDUSTRY EXPERTISE

E-commerce - Real Estate & Constructions - Medical & Healthcare - Programming
B2B Services - Tourism & Hospitality - Education & Training - Wholesale & Retail .

LANGUAGES

- ARABIC FLUENCY
- ENGLISH Professional Working Proficiency