



MOHAMED GAMAL MAHMOUD

DIGITAL MARKETING MANAGER

SEO – MEDIA BUYER – ECOMMERCE

EDUCATION

Future Academy Egypt

Bachelor in Information Technology

2004-2008

CONTACT



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Cairo, EGYPT

HOBBIES



Photography



Reading



Music



Writing

SUMMARY

Since 2003 I started my online journey with HTML and CSS and how to establish a website. I designed my first paid website for company located in Dubai called (*Geo Tech Gulf*), and then i decided to take this path in my future. I worked with multinational on global, integrated digital marketing campaigns with high experience in putting and managing digital marketing strategies.

I had the chance working as consultant digital marketing (SEO) for one of the biggest games and mobile applications company (*Joy Games*).

I also had the chance working as a consultant digital marketing overseas with companies located in Saudi Arabia like (*BEZAAT*) and Emirates like (*GHAYA Grand Hotel*), and many of other companies located in the gulf countries , it was a great journey that I knew the gulf market.

I managed Coders, Designers, Social media influencers and content creators. Managed huge digital budgets and improve performance of paid search advertising and organic search traffic.

I developed and executed various social media, SEO and SEM initiatives to increase organic search traffic.

I like to explore alternative solutions to problems and have an open mind about what will work best.

I always learn to be updated in my career. I'm a creative thinker, I like to explore alternative solutions to problems and have an open mind about what will work best.

I'm looking for a position where I will make my next successful case study.

WORK EXPERIENCE

GLOBAL PROMOTIONS MARKETING AGENCY

Digital Marketing Manager

April-2020 / Present

- Analyze, study, brain storm to manage and create full digital marketing plan and allocate the suitable budget and KPI for each customer to reach the CAC (customer acquisition cost) .
- Build, plan and implement the overall digital marketing strategies.
- Track and measure SEO Plans, analytics metrics and provide SEO reports.
- Analyze customer's website for on page SEO - off page SEO.
- Create long and short term SEO action plan for each customer.
- Create content plan to support Keyword plan.
- Create back links plan and buy backlinks in high authority domains.
- Manage and oversee various digital marketing channels.
- Measure ROI and KPIs, Track and measure SEO Plans, analytics metrics for company customers and provide SEO reports.
- Oversee all the company's social media accounts.
- Suggest activities for improving the quality of online content.
- Build inbound marketing plan research competitors and provide suggestions for improvement. Collaborate with other departments to improve User experience, content quality and others.
- Manage four team members and work with many part time and freelancers.

ONE MENA - HAYAA APP

Digital Product Manager

March 2018 / March 2020

- Planning and launching online advertisements to increase app installs & brand awareness, to successfully accomplish weekly/monthly KPIs.
- Worked closely with developers to improve site architecture, server configuration and page construction for optimal visibility and search engine results.
- Compiled web analytics like transaction volume and revenue, traffic mix and click-through rates to understand current strategies and optimize search marketing approaches.
- Assist to execute offline events and campaigns planned by headquarter department or other departments.
- Provide creative ideas for advertisements and for content marketing.
- Create and maintain connections & partnerships with other companies, agencies or individuals.
- Represent Marketing dep. In some meetings, exhibitions.
- Local surveys, researches and data analyzing.
- Collaborate with other departments to improve User experience, content quality and others.

WORK EXPERIENCE

BAIDU CHINESS SEARCH (HAO123)

Digital Marketing Manager (SEO-Media Buyer)

March 2013 / February 2018

- Baidu is the first search engine in china and Asia.
- Manage and boost HAO123 Website SEO and Social Media in Egypt and MENA.
- Ranked top 10 websites in Egypt and repeated this success in gulf countries
- Ranked first results search in Google Egypt for high volume five keywords +1 Million monthly traffic and one of this keywords drove 3:5 M monthly.
- Drive organic traffic to increase ROI via competitive analysis - keyword research- content creation and link building.
- Plan and execute all web, SEO/SEM/PPC, marketing database, email, social media and display advertising campaigns
- Design, build and maintain social media presence Measure and report performance of all digital marketing campaigns, and assess against goals (ROI and KPIs) Devising strategies to drive online traffic to HAO123 websites
- Identify trends, insights, optimize spend performance based on the insights
- Brainstorm new and creative growth strategies Plan, execute, and measure experiments and conversion tests collaborate with internal teams to create landing pages and optimize user experience
- Planning and executing the social media strategy
- Managing online brand and product campaigns to raise brand awareness
- Provide thought leadership and perspective for adoption where Appropriate.
- Assessed strategy success using reports from Google analytics, SEMrush and other utilities.

AYARO REAL ESTATE

Digital MARKETER - SEO Manager

October 2010 / December 2012

- Worked collaboratively with business managers to support new and existing locations in marketing efforts.
- Boosted the sales of company projects 30% by creating and implementing innovative marketing strategies.
- Developed strategies to translate goals into marketing campaigns and targets.
- Optimized the department's ROI by closely evaluating expected profit and loss projections for each initiative.
- Led and motivated the marketing team.
- Helped team complete assignments to meet goals.

EGYPT GRAPHICS

Web Developer
2016

WORK EXPERIENCE

- Build and developed company websites, and execute social media strategy
- Generate, edit, publish and share daily content to build connections.
- Used coding skills to build prototype sites according to designer vision.

RED SEA BULLETIN

Web Developer
March 2008 / June 2009

- I built this web site to publish the magazine online and rent advertising banners *RedSeaPages.com*
- Developed websites to work properly across Microsoft, Google and Mozilla browsers.
- Used coding skills to build prototype sites according to designer vision.
- Created sites and implemented special features to achieve functionality outlined in project designs.
- Redesigned sections of websites to create user-friendly, increasing daily traffic 800%.
- Checked web pages for compatibility with the browsers, devices and operating systems.
- Design and develop websites for magazine advertisers.

CONSULTANT EXPERIENCE

Medica Group

Bioorganic-Maxi

Ecommerce SEO

Asia Innovation

UP live app

Digital Marketing

Joy Games

Wolf team game

SEO Expert

Bezaat.com

Classifieds website

SEO Expert

Snap tube

Snap Tube app

SEO and marketing

SKILLS AND TOOLS

SKILLS

- Media plan strategy Media Buying
- Team Management
- Data-Tracking & Analytical insight
- Acquisition Marketing
- Referral Programs &
- Viral Marketing
- Conversion Rate Optimization
- A/B-testing
- Marketing Automation
- SEO - SEM- ASO
- Learnability

Tracking & Optimize

- Optimize Based on Tracking Customer
- journey and behavior
- Google Tag Manager
- Google Optimize
- Google analytics

ADS platforms

- Facebook ADS
- Instagram ADS
- Google ADS
- Bing ADS

Tracking & Optimize

- -Fanpagekarma
- Social bakers
- Facebook Audience Insights
- Keyword planner
- Google trend

SEO Tools

- Alexa
- MOZ
- Ahrefs
- Semrush
- Seoprofiler

Media plan strategy

- Setting digital plans and strategies To achieve the agreed upon objectives.
- Defining the target audience
 - Setting KPIs
 - Integrating strategies with other channels
 - Budget and resources allocation
 - Selecting the suitable platforms and tools

Market research

- Facebook insights
- Keyword planner
- Google trends
- Social Mention

Media plan strategy

- Google analytics (universal & 4
- Google Search Console
 - Bing Webmaster Tools
 - Hot jar
 - Facebook Pixel

Market research

- Facebook insights
- Keyword planner
- Google trends
- Social Mention

Desktop APPs

- Photoshop
- Microsoft Word
- Microsoft Excel
- PowerPoint
- Outlook
- Camtasia studio

Media Buying

- Handling & supervising the media buying process channels like:
- Facebook ads
 - Instagram
 - Google ADS
 - BING ADS
 - TIKTOK ADS
 - CPM,CPC and CPA platforms

Reporting

- Preparing monthly, quarterly And annual reports from different sizes to serve different objectives using Analysis & visualization Tools... Like:
- Google analytics
 - Google Data Studio
 - Microsoft Excel
 - Microsoft PowerPoint

Media Buying

- Firebase console
- Google Play Console
- App Store Connect

Reporting

- Preparing monthly, quarterly And annual reports to serve different objectives using analysis & visualization Tools... Like:
- Google analytics
 - Google Data Studio
 - Microsoft Excel
 - Microsoft PowerPoint

AUTOMATION

- Mail chimp
- IFTTT
- Many chat
- Hub spot
- dlvr.it