

# Mahmoud Gamal El-Din Omar

Digital Marketing | Growth Hacks Trainer & Supporter - Marketing Flow Optimization - Lead Generation - Email Campaign.

mg16588@gmail.com

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## Summary

Goal-oriented Internet Marketing Professional with communication background and leadership experience. Being in the field of Web-marketing from the past 4+ years I have gained expertise in all aspects of online marketing. Proficiency is complete of all facets of Internet Marketing, such as Inbound Marketing, Social Media, Email Marketing etc.

My goal for working not only finding a job with a certain salary but obtaining the knowledge and being a different person with perspective are the real asset.

and my working theme is “non stop learning”, throughout the last four years I have worked with entities as web support, marketer.

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## Experience

### **Digital Marketing Trainer | Growth Supporter at I-Geeky**

January 2013 - Present

- Devising strategies to drive online traffic to the company website.
- Tracking conversion rates and making improvements to the website.
- Developing and managing digital marketing campaigns
- Utilising a range of techniques including paid search, SEO and PPC.
- Overseeing the social media strategy for the company.
- Managing online brand and product campaigns to raise brand awareness.
- Managing the redesign of the company website.
- Improving the usability, design, content and conversion of the company website
- Responsibility for planning and budgetary control of all digital marketing
- Evaluating customer research, market conditions and competitor data.
- Review new technologies and keep the company at the forefront of developments in digital marketing.

### **Digital Marketing Consultant at Arab African Consulting Group ArabACG**

March 2016 - Present

### **Online Business Development**

January 2014 - May 2016 (2 years 5 months)

Conduct market research and analysis to help inform consumer-facing design, communication, and product strategy.

Manage paid marketing channels and lead-generation efforts, i.e. Google AdWords, Facebook Ad Exchange, content syndication platforms, and email acquisition partnerships.

Manage email marketing programs and campaigns, including design, testing, tracking, and analysis.

Execute an up-to-date social media strategy across multiple platforms simultaneously.

Develop content marketing strategy around SEO, syndication, social sharing, and customer loyalty.

Support public relations efforts: liaise with PR professionals, conduct blogger and media outreach, and write press materials as needed.

### **Supply Chain Product Manager at Task for Training and Business consultancy**

January 2015 - April 2016 (1 year 4 months)

Responsible for managing marketing, advertising and promotional staff and activities at a company or organization. Takes steps to measure, enhance, and enrich the position and image of a company through various goals and objectives.

Responsible for providing the sales team with the necessary Marketing Materials to enable them to sell the product.

Responsible for reviewing product data to ensure that the field force is kept up to date on new developments regarding the companies or competitors Services.

Design market research projects to assess customer attitudes to the current product range and new product introductions. definition of responsibilities, communication plan, divisions of responsibility, milestones, and recommend action plans from the research.

### **CRM System Consultant "Management & Development" at Task for Training and Business consultancy**

May 2014 - April 2016 (2 years)

Develop and implement a global, integrated cross channel customer contact strategy across customer profiles and all digital marketing channels

Develop KPIs and report on CRM effectiveness and its contribution to growth

Use CRM data, analysis and expertise to influence marketing and product plans

Work with the off line marketing teams to build and deliver best practice customer relationship management, ensuring that we present a consistent customer experience

Be aware of current CRM trends, best practices and items of interest and share these with the rest of the team

Work with other marketing team Centres of Excellence (e.g. Conversion Optimisation, SEO) to drive best practice

### **Online Business Development at Task for Training and Business consultancy**

March 2013 - April 2016 (3 years 2 months)

Develop easy-to-use, clear, concise, comprehensible content.  
Research web copy.  
Create sites that are optimized for search engines.  
Develop relationships with websites to obtain quality links.  
Improve search-engine rankings.  
Develop and maintain social media profiles on Twitter, Facebook, and LinkedIn.  
Send out quality messages on these channels.  
Drive traffic to websites using a variety of methods.  
Ensure content appears high on search rankings.  
Develop density of desired keyword on page  
Research popularity of sites linking to page.  
Develop pay-per-click advertising campaigns.  
Create Internet ads.  
Establish an effective presence on social media sites.  
Monitor a company's online reputation.  
Approve or delete comments on blogs or articles.  
Highlight and encourage positive comments.  
Strengthen relationships with power brokers.  
Manage and deliver email lists.  
Design and deliver emails.  
Craft email campaigns.  
Integrate other online presences including social media outlets with email campaigns.

### **Web & Publicity Support at Eltizam - #####**

October 2012 - February 2016 (3 years 5 months)

Design and developed the website  
eltizam.net

### **Web, Graphic Designer**

January 2012 - November 2015 (3 years 11 months)

Responsible for the design, layout and coding of a website. And involved with the technical and graphical aspects of a website - how the site works and how it looks. And can also be involved with the maintenance and update of an existing site.

After establishing the target audience for a website and identifying the type of content it will host:

- write the programming code, either from scratch or by adapting existing website software and graphics packages to meet business requirements
- test the website and identify any technical problems
- upload the site onto a server and register it with different search engines.

## **Chief Technology Officer assistant at International Business Driving License - IBDL**

June 2012 - August 2012 (3 months)

CTO Assistant

## **Webdesigner**

September 2011 - January 2012 (5 months)

responsible for creating design solutions that have a high visual impact. The role involves listening to clients and understanding their needs before making design decisions.

Their designs are required for a huge variety of products and activities, such as websites, advertising, books, magazines, posters, product packaging, exhibitions and displays, corporate communications and corporate identity, e.g. giving organizations a visual 'brand'.

## **Media Advisor at Education For Employment**

October 2010 - July 2011 (10 months)

manage all designs

## **Media Advisor at American University in Cairo**

2009 - 2011 (3 years)

writing and distributing media releases

writing speeches that are representative of the style and voice of the presenter

liaising with media and public affairs representatives

researching issues of relevance to their organisation or employer

providing reports on relevant or topical issues and advice on how to react

providing advice on image and branding, including clothing and vocal style

## **Intern at Education For Employment Egypt**

May 2010 - August 2010 (4 months)

Media Advisor

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## **Education**

### **University of Pennsylvania - The Wharton School**

Marketing, 2014 - 2015

**Activities and Societies:** 9 weeks | 5-6 hours/week David Bell, Peter Fader & Barbara E. Kahn University of Pennsylvania

### **Cairo University**

Bachelor's degree, Arabic Section, 2006 - 2011

**Activities and Societies:** Activities in Development, Student Activities, and Activities in NGOs

### **Dr. Ahmed Bahgat**

High School Level, Arabic Section, 2004 - 2006

**Activities and Societies:** Secondary School

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## Honors and Awards

Inter-University Conference, Cross Cultural Conference

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[Contact Mahmoud on LinkedIn](#)