

# ASHRAF EL-HUSSEINY

Digital Marketing & E-Commerce Leader | Driving Growth Through Strategy, Data & Innovation

MARKETING | MARKETING STRATEGY | DIGITAL MARKETING | E-COMMERCE EXPERT | MEDIA BUYING | ANALYTICS | CONTENT |  
COPYWRITING | BRANDING EXPERT | BD | OD | CREATIVE | PM | PO | SALES | B2B SALES | TRAINING | CONSULTANCY •

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## DETAILS

Riyadh, Riyadh Province, 11311,  
Saudi Arabia  
+966556075457  
[arabecomm61@gmail.com](mailto:arabecomm61@gmail.com)

Date / Place of birth  
1/6/1987  
Egypt

Nationality  
Egyptian

Driving license  
Yes

## SKILLS

Digital Strategy & Transformation  
E-Commerce & Online Sales  
Optimization  
SEO, SEM & Social Media Marketing  
Marketing Automation & CRM  
Brand Development & Positioning  
Campaign Management (Google  
Ads, Meta, LinkedIn)  
Cross-functional Team Leadership  
Business Development & Strategic  
Partnerships  
Media Buying Expert  
Organization Development  
Content Marketing & Copywriting  
Sales professional  
B2B sales  
Project Management  
Brand Marketing & management

## PROFILE

Dynamic marketing leader with 16+ years of experience driving digital transformation, e-commerce, and brand growth across multiple industries in MENA. Proven track record of delivering measurable results: 350+ projects, 500+ campaigns, 100M+ traffic, and 10M+ followers. Skilled in leading cross-functional teams, scaling marketing operations, and aligning strategy with business growth. Passionate about leveraging data, creativity, and AI tools to help organizations thrive in competitive markets.

## EDUCATION

### Bachelor of Electronic Engineering, Minufia University, Egypt, Egypt

September 2004 — July 2009

- Grade (Good)
- Graduation Project Grade: Excellent
- Graduation Project: Mixer Production Line
- Production line for mixing two solutions and filling them into bottles, passed through and picked up by a robot arm to put them in a box.
- This production line is programmed by a Micro-controller under PLC
- using Micro-controller & PLC programming to act with producing this project.

### Thanawiya Amma, Manshia Thanawya Schools, Egypt

September 2001 — July 2004

Grade (%95.6)

## EMPLOYMENT HISTORY

### Marketing Director at Premium Care Medical Center, Tabuk, Saudi Arabia

#### October 2025 – Present

- Developed and executed comprehensive marketing and growth strategies across multiple healthcare specialties, strengthening brand positioning and patient acquisition.
- Increased social media followers from approximately 10K to over 21K (+108%) through integrated content, branding, and digital marketing initiatives.
- Scaled organic website traffic from fewer than 50 to over 3,000 monthly visits, generating 270K+ monthly search impressions through SEO and content optimization.

Creative Direction

Analytics | Business Analysis

Product Owner

Marketing & Business Strategist

ERP | CRM | SAAS

Operation Management

Marketing & Sales Trainer

Marketing & Business Consultancy

Career Coaching

Business Coaching

Startup Experiences

Management & Leadership

work under pressure

## LANGUAGES

Arabic

English

German

## LINKS

[Portfolio](#)

[LinkedIn Profile](#)

[Facebook](#)

[Instagram](#)

[YouTube Channel](#)

[Udemy Profile](#)

- Supported patient acquisition growth, achieving 512 confirmed bookings in Q3 2026 while expanding digital engagement and lead generation channels.
- Led digital transformation, performance marketing, strategic partnerships, and content operations, delivering 165+ videos, 170+ posts, 85+ carousels, and 108+ SEO articles.

### CEO & Marketing Director at First Logo Marketing Agency, Riyadh

2023 — 2025

- Directed a team of 60+ to execute integrated multi-platform marketing strategies.
- Enhanced digital presence for 15+ clients in retail, healthcare, and technology sectors.
- Boosted client lead generation by 40% within the first year.
- Developed and implemented innovative marketing solutions to meet market demands.
- Fostered partnerships and strategic alliances to drive business growth.

### Head of Digital at Orchidia Pharmaceutical, Cairo

2023

Drove digital marketing strategy for pharma product lines, boosting web traffic by 55%.

Introduced performance-based KPIs and led a digital team of 10.

Enhanced e-commerce platform functionality to improve user experience.

Developed targeted content marketing campaigns to increase audience engagement.

Executed data-driven marketing initiatives to optimize ROI.

### Head of Digital at INSUTECH, Cairo

2021

Executed multi-channel marketing strategy, increasing online engagement by 60%.

Managed a cross-functional team of 6 and transitioned key B2B operations online.

Developed data-driven marketing insights to optimize campaign performance.

Enhanced client acquisition strategies, resulting in a 30% growth in customer base.

Implemented innovative SEO and content marketing techniques to boost organic traffic.

### Digital Marketing Manager at Shinywhite Dental Centers, Cairo , Egypt

January 2020 — August 2021

- Developed and executed integrated digital marketing strategies to enhance brand visibility and drive e-commerce growth.
- Optimized SEO, SEM, and social media campaigns, resulting in improved engagement and conversion rates.
- Led cross-functional teams to align marketing initiatives with business objectives, fostering collaboration and innovation.
- Analyzed performance metrics and market trends to refine strategies and maximize ROI on marketing investments.
- Cultivated strategic partnerships that expanded market reach and enhanced brand positioning.

### Co-Founder & Head of Digital Marketing at iDigital Agency, Cairo

2010 — 2019

Launched and scaled a full-service marketing agency serving 100+ clients.

Led SEO, SEM, content, and paid ad teams delivering ROI-focused campaigns.

Developed data-driven marketing strategies enhancing client engagement and brand visibility.

Orchestrated cross-functional team collaborations to optimize campaign performance.

Fostered strategic partnerships driving business growth and market expansion.

### **Digital Marketing Manager at Asfar Electronics LLC, UAE**

2017 — 2019

Managed \$250K+ in annual ad spend across OTA and yacht booking platforms.

Optimized e-commerce platforms, increasing conversions by 30%.

Developed integrated digital marketing strategies enhancing brand visibility.

Led cross-functional teams to execute high-impact marketing campaigns.

Analyzed market trends to inform data-driven decision-making.

### **Digital Marketing Manager at Soft Image Advertising, Riyadh**

2016 — 2017

- Designed and executed impactful digital campaigns for consumer electronics clients, enhancing brand visibility.
- Optimized processes, increasing team productivity by 25%.
- Developed comprehensive marketing strategies aligned with client goals.
- Analyzed campaign performance metrics to drive continuous improvement.
- Led cross-functional teams to foster collaboration and achieve project objectives.

### **Business Development Manager at Bezaat.com, Riyadh**

2014 — 2016

- Spearheaded digital marketing initiatives, enhancing brand recognition and customer loyalty.
- Developed and executed comprehensive marketing strategies, integrating SEO, SEM, and social media for maximum impact.
- Optimized advertising performance, driving a 70% increase in ad revenue over two years.
- Led cross-functional teams to execute campaigns, ensuring alignment with business objectives.
- Analyzed market trends to inform strategic decisions, improving overall marketing effectiveness.

### **Digital Transformation Manager at Adahi.org, Makkah**

2014 — 2017

- Developed comprehensive digital marketing strategies to enhance online presence.
- Drove cross-functional collaboration to align marketing efforts with business goals.
- Optimized e-commerce platforms, resulting in a 30% increase in user engagement.
- Managed brand positioning initiatives, elevating market share in competitive landscapes.
- Trained and mentored teams on digital tools and best practices for sustained growth.

### **Digital Solutions Manager at Spine Care Center, Cairo**

2014 — 2016

Developed comprehensive digital marketing strategies that increased website traffic by over 50%.

Managed cross-functional teams to align marketing initiatives with business objectives.

Analyzed market trends to inform strategic decisions and optimize campaign performance.

Executed targeted email marketing campaigns that improved customer retention rates.  
Leveraged SEO and SEM tactics to enhance online visibility and brand positioning.

#### **Digital Marketing Trainer at Mazaya Designs, Cairo**

2015 — 2016

- Trained over 100 students and professionals in practical digital marketing techniques.
- Developed and implemented comprehensive digital marketing strategies.
- Evaluated training effectiveness through assessments and feedback.
- Collaborated with cross-functional teams to enhance curriculum content.
- Conducted workshops on SEO, SEM, and social media marketing best practices.

#### **Biomedical Engineer (Operation & Sales) at Al-Khaleg Medical Supplies , Cairo , Egypt**

July 2009 — October 2011

Supported the operating room with cutting-edge medical supplies and equipment.  
Collaborated with cross-functional teams to enhance product development and client solutions.  
Facilitated training sessions to educate staff on equipment usage and safety protocols.  
Conducted market research to identify emerging trends in biomedical technologies.  
Assisted in sales strategy development to drive revenue growth in the medical supply sector.

#### **Additional Experience:**

January 2009 — January 2014

Senior Digital Marketer @ Diar Altaameer Real Estate (2013–2014)  
E-commerce Specialist @ Your Car Different (2012–2013)  
Partner & Digital Marketer @ Arabecomm.com (2010–2011)  
Digital Marketing Specialist @ SGA Recruitment Agency (2009–2011)

### ★ ACHIEVEMENTS

**+16 Years Proven Work Experience ..**  
**+ 350 Projects ..**  
**+ 500 Digital Campaigns ..**  
**+10M Social Fans & Followers created and managed .. +100M Websites Traffic Generated ..**  
**+20 Countries Targeted ..**  
**+5 Languages Supported in Campaigns ..**  
**+25 Different Niches ..**  
**.. & MORE ..**

### ★ VIDEO COVER LETTER

**Video Cover Letter (AR)**

[Watch Now](#)

**Video Cover Letter (EN)**

[Watch Now](#)

### ★ TECHNICAL SKILLS

## **Digital Marketing & Strategy**

- Digital Strategy & Transformation
- E-Commerce & Online Sales Optimization
- SEO, SEM & Social Media Marketing
- Campaign Management (Google Ads, Meta, LinkedIn)
- Content Marketing & Copywriting

## **Business & Leadership**

- Cross-functional Team Leadership
- Business Development & Strategic Partnerships
- Sales & B2B Sales
- Project Management & Product Owner
- Creative Direction

## **Technology & Tools**

- Marketing Automation & CRM (Hubspot, Zoho, Odoo)
- Analytics & Business Analysis
- ERP | SaaS Platforms
- CMS & E-commerce (WordPress, Shopify, Salla)
- AI Tools (ChatGPT, Jasper, Notion AI)

## **Coaching & Consultancy**

- Marketing & Sales Training
- Business & Career Coaching
- Startup Mentoring

## ★ **CERTIFICATIONS & COURSES**

### **Google Ads Certified, Google**

April 2019 — May 2019

Google

### **Google Tag Manager Fundamentals , Google**

July 2015 — August 2015

Google

### **Introduction To App campaigns, Google**

August 2018 — August 2018

Google

**Ad Assets for App campaign , Google**

August 2018 — September 2018

Google

**Graphic Design Diploma, Cairo,Egypt**

September 2010 — December 2010

Vision Academy

**Web Design Diploma, Cairo, Egypt**

October 2010 — December 2010

Vision Academy

**C++ under.NET environment, Cairo, Egypt**

January 2009 — March 2009

Cairo University

**Microcontroller Programming by Machine Language , Cairo , Egypt**

March 2009 — June 2009

Cairo University

**SCADA System, Cairo, Egypt**

July 2008 — October 2008

GASCO Company

**Certified Digital Advertiser , Cairo , Egypt**

November 2022 — December 2022

**Digital Marketing Diploma, Cairo , Egypt**

March 2010 — June 2010

Cairo University

**Branding | Brand management | Branding Strategy, Udemy**

June 2025 — September 2025

More than 7 Certificates From Udemy

★ **NICHES & INDUSTRIES**

**E-commerce & Retail, +10 Years Experience**

**Information Technology, +12 Years Experience**

**Marketing & Media Agencies, +14 Years Experience**

**Software House, +6 Years Experience**

**Recruitment Agencies , +4 Years Experience**

**Medical & Health , +12 Years Experience**

**Pharmaceutical , +3 Years Experience**

**Dental Marketing | Dental Centers, +6 Years Experience**

**Medical Marketing, +12 Years Experience**

**B2B Sales | SAAS, +5 Years Experience**

**Manufacturing , +4 Years Experience**

**Corporate | National | International, +10 Years Experience**

**Engineering , +16 Years Experience**

**Biomedical (Operation - sales - Maintenance), +5 Years Experience**

**Digital Health, +2 Years Experience**

**Automotive, +3 Years Experience**

**Food & Beverage, +6 Years Experience**

**Travel & Tourism (OTA), +3 Years Experience**

**Realestate | Construction | Interior , +5 Years Experience**

**Charity , +3 Years Experience**

**Supplements & Cosmetics , +3 Years Experience**

**Classifieds , +4 Years Experience**

**Personal Branding , +10 Years Experience**

**Education & Training , +8 Years Experience**

## ★ INTERESTS

**Reading Books & articles,**

**Education & Coaching,**

**Swimming & walking,**

**Travel & Discovery,**

**Blogging & Content Writing,**

★ **REFERENCES**

**Available upon request.,**

**Dr.Shaimaa Sabry** - Scientific Office Manager @ Orchidia

Mob. : +201006613117

**Mr.Ahmed Aasal** - Sales Manager @ INSUTECH

Mob.: +201066650060

**Mr.Hesham Salem** - GM @ SGAHR

Mob.: +201141111513