ASHRAF EL-HUSSEINY

# MARKETING.
# GROWTH.
# TRANSFORMATION.

Executive Portfolio | Strategy · Business Development · E-commerce · AI

SELECTED CASE STUDIES / 2026 EDITION

POSITIONING

# Building growth systems—not just campaigns.

A career spanning marketing leadership, digital transformation, commercial growth and multi-industry execution.

## From strategy and market intelligence to execution, measurement and scale.

- Healthcare and medical services
- Agencies, B2B and technology
- E-commerce, travel and consumer sectors
- Saudi Arabia, Egypt, UAE and broader MENA

# Experience at scale

**18+**
years of experience

**450+**
projects

**750+**
digital campaigns

**28+**
industry niches

**22+**
countries targeted

**15M+**
social followers managed

Portfolio-reported cumulative activity; figures are not independently audited.

# A connected growth discipline

Leadership across the full acquisition, conversion and retention system.

## STRATEGY

Market research · segmentation · positioning · GTM

## DEMAND

SEO · paid media · social · content · partnerships

## COMMERCE

E-commerce · CRO · customer journeys · lifecycle

## SYSTEMS

CRM · automation · analytics · reporting

## LEADERSHIP

Budgeting · teams · stakeholders · execution

## INNOVATION

Applied AI · research · workflows · creative production

CAREER

# From technical foundations to executive marketing leadership

| | |
|---|---|
| **2009–2019** | Digital, e-commerce, business development and agency-building |
| **2020–2021** | Shinywhite Dental Centers \| Digital Marketing Manager |
| **2023** | Orchidia Pharmaceutical \| Head of Digital |
| **2023–2025** | First Logo \| CEO & Marketing Director |
| **2025–NOW** | **Premium Care Medical Center \| Marketing Director** |

LEADERSHIP CASE 01

# FIRST LOGO

CEO & Marketing Director | Riyadh | 2023–2025

## Building an agency delivery engine

- Led a 60+ member team across integrated marketing execution
- Enhanced digital presence for 15+ clients across sectors
- Reported 40% growth in client lead generation during year one
- Built commercial relationships and strategic partnership initiatives

# Leadership → delivery → client growth

**60+**

team members directed

**15+**

client accounts supported

**40%**

reported lead generation uplift

## AGENCY OPERATING MODEL

Cross-functional planning, campaign management, digital presence and client delivery.

## BUSINESS DEVELOPMENT

Market-responsive solutions, account expansion and partnership-building.

# What I brought to the organization

An integrated executive responsibility spanning strategy, operations and growth.

01

## STRATEGIC PLANNING

Translate client business objectives into channel, content and media plans.

02

## CLIENT GROWTH

Identify demand opportunities, manage accounts and grow qualified pipelines.

03

## OPERATIONAL LEADERSHIP

Coordinate specialist teams, priorities, execution quality and delivery.

04

## INNOVATION

Adapt digital solutions and marketing systems to shifting market needs.

HEALTHCARE TRANSFORMATION

# PREMIUM CARE MEDICAL CENTER

Marketing Director | Tabuk, Saudi Arabia | Oct 2025 – Present

## From limited visibility to a measurable local-demand engine.

12-month transformation case study · through September/October 2026

**STRATEGY → BRAND → SEO → CONTENT → PAID MEDIA → BOOKINGS**

# The challenge

**<8K**

social followers

**<50**

website visits / month

**2–3**

limited paid campaigns

**~50–60**

bookings / month baseline

Near-zero search visibility and fragmented marketing infrastructure required a system-level rebuild.

# An eight-part transformation architecture

Marketing was designed as a connected commercial capability—not disconnected posts and promotions.

01

**Brand repositioning**

02

**Website architecture**

03

**SEO and local search**

04

**Always-on content**

05

**Paid acquisition**

06

**Google Business Profile**

07

**Market intelligence**

08

**Service go-to-market**

# The transformation, in numbers

**21K+**

followers, Sep 2026

**3K+**

monthly website visits

**270K+**

monthly search impressions

**512**

confirmed bookings, Q3 2026

**12,958**

tracked click-to-call

**14,505**

tracked inbound calls

Separate engagement, calls and confirmed bookings; these metrics are not interchangeable.

# Search became an acquisition channel

A long-term local-intent content and discovery strategy.

**<50 → 3K+**

monthly website visits

**270K+**

monthly search impressions

**108+**

SEO articles

- Specialty and service landing-page architecture
- Localized search intent and topic clusters
- Google Business Profile alignment
- Conversion CTAs embedded in helpful health content

# From isolated content to a publishing engine

A full-funnel educational and patient-intent model.

| 165+ | 170+ | 85+ | 400+ | 108+ |
|---|---|---|---|---|
| short-form videos | social posts | carousels | stories | SEO articles |

**AWARENESS → EDUCATION → TRUST → SERVICE DISCOVERY → BOOKING**

# Intent, reach and measurable response

Campaign activity across search, local discovery and social platforms.

**SAR 72.7K**

known tracked media spend

**12,958**

click-to-call interactions

**5,560**

messages

## HIGH-INTENT

Google Search and Maps demand capture.

## DEMAND BUILDING

Meta, TikTok and Snapchat awareness and engagement.

# Performance beyond vanity metrics

Confirmed bookings by month; Q3 2026 totals.

## 512 CONFIRMED BOOKINGS

Calls and inquiries are reported separately; no unsupported conversion attribution is assumed.

# Capture demand at the moment of intent

Local business search and call interactions.

**423K**

Q4 Google Business Profile impressions

**14.2K**

Q4 Google Business Profile clicks

**810**

Q4 call clicks

Google-driven calls reportedly increased from around 20–30 daily to peaks near 90; observation in the source case study, not a controlled causal estimate.

# Marketing informed service expansion

Research, positioning and launch support for healthcare growth decisions.

## ORTHOPEDICS

Market entry, positioning, service education and acquisition roadmap

## CUPPING / HIJAMA

Go-to-market, patient education and channel plans

## MEDICAL PIERCING

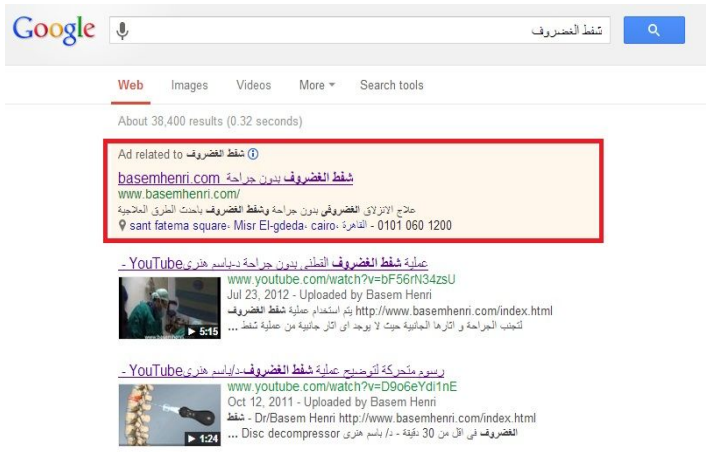
Launch communication and service awareness

## DENTAL & LABORATORY

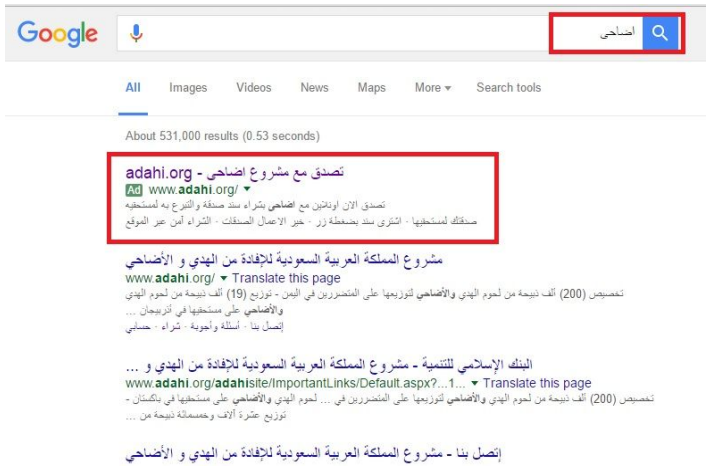
Service packages, market comparison and promotion planning

# Proven experience across industries

Screenshots repurposed from the past projects and work.




## SPINE CARE CENTER




## ADAHI PROJECT

## BEZAAT.COM

# SPINE CARE CENTER

Digital presence, website development, social community and growth campaigns.

## SOURCE PORTFOLIO HIGHLIGHTS

3M+ social followers reported
250M+ impressions reported
60M+ reach reported
10M+ web clicks reported

Historic project-reported metrics; scope and time period are not independently verified.

# ADAHI PROJECT

Digital identity, campaigns and communications across markets and languages.

## SOURCE PORTFOLIO HIGHLIGHTS

400K+ community size reported
20+ markets targeted
5 advertising languages
50M+ advertising impressions

# Execution across different brand worlds

A curated glimpse of earlier work; additional references remain available in the full archive.

F&B / BRAND

INDUSTRIAL

EDUCATION

HEALTHCARE

# AI as a practical business capability

AI-enabled planning and production, with human review, brand governance and performance evaluation.

| | |
|---|---|
| **RESEARCH & INSIGHT** | Competitor synthesis, audience hypotheses and market mapping |
| **STRATEGY & CONTENT** | Campaign ideation, copy variants, scripts and multilingual adaptation |
| **CREATIVE PRODUCTION** | Visual concepts, storyboard development and production workflows |
| **OPERATIONS & AUTOMATION** | Workflow design, process documentation and AI-supported productivity |
| **ANALYTICS & DECISIONS** | Interpretation support, reporting narratives and test planning |

# A modern working toolkit

## AI & ASSISTANTS

ChatGPT · Jasper · Notion AI

## MEDIA & PERFORMANCE

Google Ads · Meta Ads · LinkedIn campaigns

## SEARCH & INTELLIGENCE

SEMrush · Similarweb · Google Search Console

## DATA & MEASUREMENT

Google Analytics · Tag Manager · dashboards

## CRM & AUTOMATION

HubSpot · Zoho · Odoo · marketing workflows

## COMMERCE & CMS

WordPress · WooCommerce · Shopify · Salla

Tool familiarity is not a claim of current certification or client deployment for every platform.

# How I approach complex growth challenges

A repeatable method from diagnosis through continuous improvement.

01

## DIAGNOSE

Understand the economics, market and friction points

02

## PRIORITIZE

Set KPIs and select high-impact growth bets

03

## DESIGN

Connect brand, channels, journeys and systems

04

## EXECUTE

Launch, coordinate teams and validate quality

05

## OPTIMIZE

Measure, learn, reallocate and scale

# Continuous learning meets real-world delivery

A background spanning engineering, marketing systems, leadership and AI.

## EDUCATION

B.Sc. Electronic Engineering
Minufia University · 2009
Graduation project graded Excellent

## SELECTED DEVELOPMENT

Google Ads · Tag Manager
Digital Marketing Diploma
Brand Strategy & Management
AI Training Hackathon · 2026

WHERE I CREATE VALUE

# Strategy to execution. Insight to revenue.

Relevant to enterprise leadership roles, ambitious growth teams and advisory engagements.

## MARKETING LEADERSHIP

Own integrated growth strategy, budgets and execution

## BUSINESS DEVELOPMENT

Build opportunities, strategic partnerships and expansion

## DIGITAL TRANSFORMATION

Improve systems, customer journeys, automation and measurement

## AI-ENABLED GROWTH

Apply practical AI workflows to marketing and business operations

# LET’S BUILD THE NEXT GROWTH STORY.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