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Top Skills

Advertising
Digital Marketing Media
Digital Activation

Certifications

Writing a Resume
Digital Marketing Foundations
Attract and Engage Customers with
Digital Marketing
B2B Marketing Foundations
Fundamentals of Social Media
Advertising

Mo Maher

Marketing Operations Ninja
New Cairo, Cairo, Egypt

Summary

A highly motivated and results-oriented marketing professional with 5+ years of experience in the digital marketing landscape. Proven ability to develop and execute successful marketing campaigns across various channels, including social media, SEO, content marketing, and email marketing. Possesses a strong understanding of marketing automation tools and CRM systems, with a focus on data analysis and campaign optimization. Demonstrated expertise in driving organic traffic, increasing website visibility, and generating leads. Collaborative team player with excellent communication and interpersonal skills. Eager to contribute to Crowd Analyzer's continued success and growth.

Experience

Crowd Analyzer

Social Media Marketing Specialist

September 2023 - Present (1 year 2 months)

Qesm El Maadi, Cairo, Egypt

Develop and execute engaging social media strategies across various platforms to increase brand visibility and audience engagement.

Create compelling content including text posts, images, and videos, tailored to each platform's audience and best practices.

Manage social media communities, responding to comments and messages, fostering conversations, and building relationships with followers.

Track and analyze key social media metrics to measure campaign performance, identify areas for improvement, and report on ROI.

Stay up-to-date on the latest social media trends and best practices to ensure cutting-edge strategies and optimal results.

Collaborate with internal teams to align social media activities with overall marketing goals and brand messaging.

Utilize social media management tools to schedule posts, monitor mentions, and streamline social media activities.

Contribute to the growth of Crowd Analyzer's social media presence, expanding reach and strengthening brand awareness.

Cretarget

Marketing Operations Manager

2021 - 2023 (2 years)

Giza, Al Jizah, Egypt

Oversee marketing technology: Implement and manage marketing automation tools, CRM systems, and other software to streamline processes and improve efficiency.

Lead management: Capture, nurture, and route leads through the sales funnel, ensuring efficient lead flow and tracking.

Data analysis and reporting: Track and analyze key marketing metrics (KPIs), providing insights to optimize campaigns and demonstrate ROI.

Process optimization: Develop and implement efficient marketing workflows, ensuring smooth collaboration across teams and departments.

Campaign optimization: Continuously analyze campaign performance, making data-driven adjustments to improve conversion rates and overall effectiveness.

Collaboration: Work closely with sales, product, and other teams to align marketing efforts with overall business objectives.

ordochao

Digital Marketing Specialist

2018 - 2021 (3 years)

Giza, Al Jizah, Egypt

SEO/SEM Expertise: Drive organic traffic and manage paid search campaigns to increase website visibility.

Content Marketing: Create engaging and valuable content (blogs, articles, videos, etc.) to attract and engage the target audience.

Social Media Marketing: Manage social media presence, build communities, and execute effective social media campaigns.

Email Marketing: Develop and execute email campaigns to nurture leads and drive conversions.

Data Analysis: Track and analyze key metrics to measure campaign effectiveness and optimize performance.

WP Website Optimization: Improve website usability, user experience, and conversion rates.

Marketing Automation: Utilize marketing automation tools to streamline processes and improve efficiency.

Paid Advertising: Manage and optimize paid advertising campaigns across various platforms (e.g., Google Ads, social media ads).

BotCommander

Marketing Manager and Co-Founder

2016 - 2018 (2 years)

Cairo, Egypt

- Develop and execute AI and machine learning-based marketing strategies.
- Secure funding and partnerships for startup growth.
- Attend local and international industry summits and events.
- Participate in and win competitions for product development and recognition.

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Achievements:

- secured a place for BotCommander in Flat6Labs, Mint, Nilepreneurs, AUCVlab, and graduated from Enjaz Egypt & TIEC.
- secured a seed fund for the startup.
- attended all local and international summits. (Web Summit, Gitex, CES Summit, etc..)
- won an international competition was held by Facebook.

- won an international competition was held by InnoWave.
- won a local competition to build a chatbot for CAO, under the vision of Dr.Saleh Elsheikh.

GooAndBack

Marketing Specialist

2017 - 2017 (less than a year)

Qesm El Maadi, Cairo, Egypt

- Conduct market research to understand consumer requirements and trends.
- Develop creative marketing campaign ideas.
- Assist in various marketing activities, including content development, events planning, and advertising.
- Coordinate promotional events and campaigns with external vendors.
- Collaborate with marketing professionals to enhance brand awareness.
- Plan and execute target audience outreach through appropriate channels.
- Analyze marketing data to inform future strategies.

Education

Qassim University

Bachelor of Business Administration - BBA (incomplete), Business, Management, Marketing, and Related Support Services · (2012 - 2017)

University of the People

Bachelor of Business Administration - BBA, Business, Management, Marketing, and Related Support Services · (2022)