

MOHAMED MAGDY

Full-Stack Marketing Operator | Performance Marketing | Growth Engineering

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PROFESSIONAL SUMMARY

Strategic Marketing Manager with 7+ years of experience leading performance marketing, growth systems, and marketing operations across established real estate developers, high-growth brokerages, and multi-vertical agencies in the UAE and Egypt. Has worked with and alongside large-scale organizations, bringing enterprise-level thinking to every team and budget managed. Proven track record of building marketing departments from the ground up — defining strategy, assembling teams, implementing CRM infrastructure, and designing the automation pipelines that connect ad spend directly to revenue. Leads by data, not assumptions: every budget decision, channel mix, and campaign adjustment is grounded in CPHQ Lead and Cost-per-Deal metrics. Known for elevating marketing from a cost center to a measurable revenue driver — and for building the systems that make that performance repeatable and scalable.

KEY ACHIEVEMENTS

Ads Spent: AED 7.5M+

Total Leads Generated: 225,000+

Lifetime Campaigns: 8,500+

Experience: 7+ Years

CORE SKILLS

Performance Marketing: Lead Generation, Conversion Optimization, Funnel Optimization, Growth Marketing, Paid Media Strategy

Marketing Technology: CRM Implementation, Marketing Automation, Data-Driven Marketing, Pipeline Generation, Marketing Analytics

Paid Channels: Meta Ads, Google Ads, TikTok Ads, Snapchat Ads, LinkedIn Ads, WhatsApp API

CRM & Automation: Bitrix24 (Certified), Vtiger CRM, Make.com, n8n, ManyChat, Mailchimp

Reporting: CPHQ Lead Tracking, Cost-per-Deal, Campaign Analytics, Advanced Excel, Google Sheets

Build & Tech: WordPress, UTM Architecture, WhatsApp Business API, AI Production Tools, Elementor Pro

Leadership: Team Direction, Agency Management, Budget Oversight, Marketing Strategy, Roadshow Execution

Languages: Arabic (Native), English (Fluent)

Soft Skills: Systems Thinking, Problem Solving, Data-Driven Decision Making, Cross-Functional Leadership, Attention to Detail, Calm Under Pressure, Self-Taught Mindset, Bias for Action

PROFESSIONAL EXPERIENCE

Marketing Manager

Feb 2024 - Mar 2026

Bhive Real Estate | Dubai, UAE

- Transformed Bhive from manual lead management to a fully automated, CRM-driven marketing system — connecting ads, tracking, CRM pipeline, and sales team in one integrated flow, reducing lead response time and increasing pipeline visibility across the full sales funnel.
- Oversaw AED 1.5M+ annual ad budget across Meta, TikTok, Snapchat, Google Ads, LinkedIn, and WhatsApp, generating 1,500+ qualified leads per month and contributing to a multimillion-AED sales pipeline.
- Drove a record campaign CPL of AED 90 — resulting in 20+ unit sales (7 closed in-month, 13 by year-end), demonstrating direct ad-to-revenue conversion optimization.
- Contributed to a multi-million AED property sales pipeline generated from performance marketing campaigns — making marketing a direct, measurable driver of company revenue.
- Built Bhive's complete Bitrix24 CRM infrastructure as a Certified Partner — automated lead routing, stage triggers, business process automations, and full ad platform integration via UTM tracking for revenue attribution.
- Launched full marketing automation stack via ManyChat, WhatsApp Business API, Mailchimp, Make.com, and n8n — achieving the highest response rates in company history and eliminating manual lead handling bottlenecks.
- Launched the company website in 48 hours using WordPress (bilingual Arabic/English, full UTM architecture) and implemented QR-based CRM automations for roadshows — enabling real-time lead capture and stage updates.
- Built performance dashboards tracking CPHQ Lead and Cost-per-Deal, shifting all management decisions to data — ran 1,500+ campaigns across 6 platforms with top campaigns hitting 65% high-quality lead conversion.
- Led a 7-person marketing and creative team (videographer, editor, designer, content creator, moderator, agencies) delivering campaigns across 6 advertising platforms simultaneously, while introducing AI-assisted workflows using Nano Banana and Flow by Google.

Digital Marketing Manager

Jun 2021 - Jan 2024

Arabco Developments | Cairo, Egypt (Part-Time, 3 days/week)

- Championed full performance marketing operations for a real estate developer on a part-time basis, achieving full-time-level lead generation and pipeline contribution across all channels.
- Controlled EGP 3.6M+ annual ad budget across Meta, TikTok, Snapchat, LinkedIn, Google Ads, and WhatsApp — generating 2,000+ qualified leads per month.
- Landmark campaign achieved CPL of EGP 150, directly closing 41 property units (21 in-month, 20 by year-end) — clear proof of funnel optimization and ad-to-revenue conversion.
- Constructed a Vtiger Open Source CRM from scratch — lead routing, reporting dashboards, cross-platform integration, and full pipeline automation via Make.com, ManyChat, WhatsApp API, and Mailchimp.
- Independently built the company website in WordPress in 10 days and compiled executive performance dashboards in advanced Excel, reporting directly to CEO.
- Supervised a cross-functional creative team of 8 and ran 2,400+ campaigns; peak campaigns achieved 50% high-quality lead conversion rate.
- Implemented data-driven marketing strategy across all channels — all decisions backed by CPHQ Lead, Cost-per-Deal, and platform ROI data, never intuition.

Founder & Digital Marketing Director

Mar 2021 - Oct 2023

Cerebrum Marketing Agency | Cairo, Egypt

- Founded and scaled a full-service growth marketing agency to 10+ concurrent accounts across 8 industries: real estate, vitamins, furniture, F&B, universities, fashion, law, and e-commerce.
- Oversaw EGP 7.2M+ in combined annual ad spend — generating 10,000+ leads per month collectively, with 4,500+ campaigns across all client verticals.
- Delivered end-to-end marketing services: paid media, social media, branding, WordPress development, CRM implementation (Vtiger), and marketing strategy consultation.
- Configured automated lead routing, CRM workflows, and pipeline generation systems per client using Make.com, ManyChat, WhatsApp API, and Google Sheets.

- Hired and led a full agency team — videographers, editors, designers, SEO specialists, web developers, and content creators.
- Presented data-backed marketing strategies, roadmaps, and performance reports to all clients — always grounded in analytics, never assumptions.

Freelance Digital Marketing Consultant

Sep 2019 - May 2022

Roche Furniture | KM Agency | Au8ust Brand | Air Brand | Lookalike | NG Furniture | Cairo, Egypt

- Delivered freelance performance marketing and lead generation services across furniture, fashion, FMCG, and agency sectors — managing campaigns, budgets, teams, and conversion reporting.
- Maintained a consistent data-driven methodology across all clients: paid media management, conversion tracking, automation setup, and content approvals.
- Accumulated cross-sector experience across retail, B2B, fashion, and consumer goods — building the strategic and technical foundation applied in all subsequent roles.

TECH STACK

Ad Platforms: Meta Ads Manager, Google Ads, TikTok Ads Manager, Snapchat Ads, LinkedIn Ads

Analytics: GA4, Google Tag Manager, Meta Pixel, UTM Tracking, Looker Studio

CRM: Bitrix24 (Certified Partner), Vtiger Open Source CRM

Automation: Make.com, n8n, ManyChat, WhatsApp Business API, Mailchimp

Web & Build: WordPress, Elementor Pro, Landing Pages, AI-Assisted Website Development

AI Business Tools: Custom AI Tools for Marketing Automation and Business Operations, AI Workflow Automation

Reporting: Advanced Excel, Google Sheets, Custom Performance Dashboards

AI & Creative: Nano Banana, Flow by Google, AI Prompt Engineering

EDUCATION & CERTIFICATIONS

Bachelor's Degree, Business Administration & Management

2017 - 2021

Helwan University, Cairo

Certifications

- Meta Blueprint (Facebook) Certified — Official Meta Advertising Certification
- Bitrix24 Certified Partner — Official CRM & Automation Certification
- Digital Marketing Certification — LearnNDigital
- Digital Marketing Certification — IMFND
- Mini MBA — Trendy Solutions
- Management & Leadership Training — Multiple Agency Programs