

# MOHAMED MAGDY

Marketing Manager · Performance Marketing & Growth Systems

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## PROFESSIONAL SUMMARY

Strategic Marketing Manager with 6+ 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

**AED 1.5M+**

Annual Ad Budget

**1,500+**

Monthly Leads

**8,500+**

Lifetime Campaigns

**6+ Years**

Experience

## 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

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### 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 Executive

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

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**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 & 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

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### 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

## PORTFOLIO

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Available at [mmagdy.net](http://mmagdy.net)

- Real Estate Campaign Case Studies — CPL, lead volume, and unit sales results
- CRM Automation Systems — Bitrix24 and Vtiger builds, lead routing flows, and pipeline architecture
- Marketing Dashboards — CPHQ Lead and Cost-per-Deal reporting templates
- AI Creative Workflows — production processes using Nano Banana and Flow by Google

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