

# NADA ELSAYED

## DIGITAL MARKETING MANAGER

### PROFILE

From slaying sirens to slaying marketing challenges. Once a swordswoman, now a proven Digital Marketing Specialist with corporate and startup experience in crafting and executing effective digital marketing strategies, as well as product management for diverse brands.

### CONTACT

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### EDUCATION

- 2014-2018  
ALEXANDRIA UNIVERSITY
- BA Commerce

### LANGUAGES

- Arabic - C2
- English - C2
- German - B1

### WORK EXPERIENCE

#### Nugttah - Saudi Arabia

2023-2025

##### Digital Marketing Manager

- Developed and executed comprehensive digital marketing strategies, leading to a 25% app user acquisition within one year, B2B customer acquisition campaigns to ensure successful Rapid market entry and growth in Gulf markets with a minimum of 20 clients in each country
- Developed a successful PR and influencers campaign, as well as social media channels, Email Marketing, Direct Mail, SMS, notification, and Google Ads initiatives during a highly competitive holiday season, exceeding performance targets by 95%
- Managed a growing team of social media specialists, content creators, and graphic designers to create social media content for Instagram, Twitter, TikTok, and Snapchat platforms, analyzing performance, and maintaining a healthy work environment.
- Implemented SEO best practices and SEO automation with AI to improve search engine rankings and increase organic traffic by 40%
- Leveraged and analyzed data-driven insights, algorithms, media metrics, Google Analytics, Google Suite, Looker Studio, and other web analytical tools to optimize ad campaigns and improve ROI by 18%

2021- PRESENT

#### Enigma Cases - Mena

##### Digital Marketing Manager

- Founded and managed Enigma Cases, a murder mystery games business
- Conducted clear market research to address initial challenges: a new product with no competitors, existing customers, or market presence in MENA

## WORK EXPERIENCE

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- Within two years, successfully shaped the market landscape, emerging competitors, and existing demanding customers
- Implemented A/B tests and digital marketing campaigns on Facebook and Instagram, reaching an average of 75k individuals monthly
- Executed SEO strategies and SEO content optimization using a data-driven approach to achieve an average of 8k monthly visitors crafting engaging content to immerse the audience in the storytelling, fostering strong connections
- Acquired 8k emails by offering free mini-cases to interested audiences, and orchestrated email campaigns and newsletters with an outstanding average open rate of 86%.
- Led PR campaigns with influencers, creating and editing compelling digital media materials to boost brand visibility

### **HyperLane - The United States**

2021- 2023

#### Digital Marketing Specialist

- Developed CRM strategies to recruit truck drivers in line with business goals, and monitored business performance
- Increased brand awareness by running campaigns on Facebook, Reddit, and other channels, staying on top of industry trends, reaching a 40k monthly audience, and establishing our name and brand value in the community
- Implemented referral programs and word-of-mouth campaigns, increasing referred drivers by 23% monthly
- Managed a \$60k monthly online marketing budget on Facebook and Google AdWords for growing lead generation
- Enhanced website traffic by 25% in the first quarter through SEO, PPC, link-building, content plan, and Optimized landing page for Hyperlane.us

### **Guillam Coffee House - The united Kingdom**

2020-2021

#### Digital Marketing Specialist

- Generated compelling innovative social media content for Instagram, YouTube, and Pinterest, scheduling on Hootsuite, and featuring weekly coffee menu backgrounds and stories, leading to a 60% surge in story views and short views
- Strengthened Branches' online presence, amplifying Google My Business and map traffic by 50%
- Orchestrated weekly email marketing campaigns through Blas.co, achieving an 83% open rate and 34% click-through rate
- Implemented online PR, Press releases, integrated campaigns, and SEO copywriting strategies to elevate the cafe's ranking in London, securing first-page placement on Google search results
- Concurrently, executed backlink-building initiatives with influential listing and review websites
- Designed and executed social media marketing and Google Ads campaigns, resulting in a 15% monthly increase in foot traffic, with constant business performance monitoring

## WORK EXPERIENCE

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### We Venture - Singapore

2020-2020

#### Branding Manager

- online surveys, questionnaires, and focus groups, to understand the potential audience for the app
- Conducted competitive analysis and SWOT analysis to gather market insights on Haki app competitors
- Optimized the app page (ASO), and user experience with a data-driven approach resulting in 800 organic downloads on the first day of launch
- Maintained a cost-effective approach before the product launch, meeting deadlines and expectations
- Designed and distributed online surveys and questionnaires within target audience online communities, achieving an average response rate of 2-3k per country
- Recognized as the best employee of the month for the previous achievement
- Facilitated and moderated online focus groups via Zoom meetings, conducting an average of 5 focus groups per country
- Conducted online ethnographic research with competitors' app users to gain deeper insights
- Monitored the app translation process to ensure app page optimization in multiple languages for proper localization

### Paradise Inn Hotels - Egypt

2018-2020

#### Digital Marketing Specialist

- Managed a comprehensive digital marketing strategy for Paradise Inn Hotel Group, showcasing its amenities and outlets in the hospitality field
- Handled Multiple projects to advertise different outlets and different hotels within the group
- Maintained a seamless brand identity tailored to high-profile consumers by collaborating with influencers and celebrities, ensuring relationship-building with them
- Monthly online advertising campaign execution on Facebook Ads and Google Ads, managing budgets exceeding \$150k monthly
- Implemented SEO best practices including keyword research, on-page, and off-page optimization, and backlinking campaigns, resulting in a 28% increase in reservations each quarter
- Effectively managed crises during peak hospitality seasons with community management and communications

## SKILLS

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Branding & Identity, Canva, Email Marketing, Advertising, Marketing skills, Inbound marketing, CRM systems, SEM, Social Media Management, Adobe Photoshop, Adobe Premier, Motion Graphics Marketing Campaigns, Benchmarking HubSpot, Google Analytics, Digital Marketing Campaigns, Web Analytics, Adaptability, Interpersonal Skills, Decision Making, Strategic Thinker, Google Ads, Strong Analytical Skills, Search Engine Optimization, Trello, Tableau, Click Up, WordPress, Pay-per-click (PPC), Content Strategy, Google Search Console, Copywriting, Practice Management Skills, Paid Search Campaigns, Landing Page Optimization, Marketing Budget Management, E-commerce Optimization, Conversion Rate, Email Marketing, Project Management, Strategic marketing, Problem-solving, Database Management, Salesforce Marketing Cloud, Performance Marketing, and Excellent organizational Skills.