






 Egyptian  
 Riyadh - Saudi Arabia  
 01-02-2000  
 male  
 m.syam011@gmail.com  
 +966543584979

# MOHAMED SYAM

Digital Marketing Director

## SOCIAL MEDIA

 Mohamed Syam  aboosiam  +966543584979  <https://www.linkedin.com/in/mohamedsyam2025/>  
 <https://sites.google.com/view/moosyam>

## PROFILE

**Digital Marketing Director** with over five years of hands-on experience across Egypt, Saudi Arabia, the UAE, and Kuwait. I specialize in building and executing marketing strategies that drive real growth and measurable results. My experience includes managing advertising budgets of up to SAR 200,000, optimizing ROI, and leading social media and content teams across platforms like Google, Facebook, Instagram, TikTok, Snapchat, X, and LinkedIn. I'm passionate about turning data into meaningful insights and using them to deliver impactful campaigns and stronger brand performance.

## EDUCATION

11-2024 → present <b>Suez University - PhD in Sports Sciences</b>	Injuries and Rehabilitation Specialization
11-2021 → 08-2024 <b>Minya University - Master of Sports Science</b>	Injuries and Rehabilitation Specialization
06-2024 → 08-2024 <b>Digital Marketing Diploma – Bassem School</b>	Strategic Planning and ROI / ROAS Measurement
04-2021 → 02-2022 <b>Cairo University, Faculty of Computers and Information</b>	Executive Diploma in Digital Marketing and Strategic Management
01-2019 → 11-2019 <b>Digital Marketing Diploma – Easy T</b>	Strategic Planning for Digital Campaigns
09-2017 → 05-2021 <b>Minya University - Bachelor of Sports Science</b>	Health Sciences major

## WORK EXPERIENCE

10-2024 → 10-2025 <b>88 Shots Cafe - Riyadh, Saudi Arabia</b> Digital Marketing Manager	<ul style="list-style-type: none"><li>Developed and executed digital marketing strategies to grow brand awareness and sales.</li><li>Managed SAR 10K monthly ad budget across Meta, Google, TikTok, and Snapchat.</li><li>Created and optimized paid campaigns achieving high ROI.</li><li>Led content creation and social media management to boost engagement.</li><li>Analyzed performance data and prepared monthly marketing reports.</li></ul>
---	--

01-2025 → 10-2025  
**Ebla Design and Implementation |**  
**Riyadh, Saudi Arabia**  
Digital Marketing Director

- Managing digital campaigns with a budget of SAR 200,000, with full control over spending and ensuring budget allocation based on the best performance for each channel (Google, Snapchat, TikTok).

- Developing targeted advertising strategies that resulted in a 65% increase in ROI.
- Contracting with companies and medical centers to create marketing channels for them.
- Leading a team of designers to create visual identities, content creators, photographers, and social media and web developers to achieve monthly performance goals for each client.
- Creating a marketing plan for each client with a dedicated budget and distributing it across social media.
- Analyzing campaign data and optimizing it based on key performance indicators (KPIs).
- Communicating and coordinating with delivery apps and table reservation apps to boost digital sales.

02-2025 → 07-2025  
**Sip & Puff Lounge | Riyadh, Saudi**  
**Arabia**  
Digital Marketing Manager

- Develop and implement an integrated digital marketing plan to enhance the brand's visual identity and increase customer base.
- Manage the monthly digital advertising budget (8,000 Saudi Riyals) and distribute it across advertising platforms to achieve the highest return on investment.
- Create and manage advertising campaigns across Meta Ads, Google Ads, and Snapchat.
- Analyze campaign results and measure performance through metrics such as click-through rate (CTR), conversion rate, and return on investment (ROI).
- Oversee the production of creative content (videos, images, and designs) that reflects the brand's identity.
- Increase digital engagement by 35% and in-store orders by 20% during the operating period.
- Develop successful seasonal promotional campaigns that strengthened the brand's presence in the local market.
- Collaborate with local influencers to increase brand awareness and store visits.

08-2023 → 01-2024  
**International Medical Center | Cairo,**  
**Egypt**  
Digital Marketing Manager

Managing Facebook, Instagram, and LinkedIn pages and activating the YouTube channel. Designs are implemented for each department in the center, photographs are created for the departments in the center, awareness is created for them, and sponsored ads are run on Facebook and Instagram to increase the center's sales. - An advertising rate of 150,000 pounds is allocated monthly. Managing the administrative team to respond to and supervise messages. Managing the conference photography team and foreign experts at the center. The video photography and editing team. Directing a public relations team at the center to follow up with patients and provide them with the best services at the center.

03-2022 → 12-2023  
**Madinaty Medical Center | Cairo, Egypt**  
Digital Marketing Manager

- Develop and implement an integrated digital marketing strategy to increase awareness of the center's services and attract new customers.
- Manage advertising campaigns on Facebook, Instagram, and Google to achieve the highest reach and conversion rates.
- Implement a comprehensive content plan that includes awareness designs for each medical department and professional photoshoots for doctors and departments to enhance public confidence in the center.
- Filming and editing videos to highlight the center's medical services and specialties.
- Write marketing and advertising content for each post that appeals to the target audience and enhances the center's image.
- Manage sponsored social media campaigns and measure their performance (click-through rate, return on investment, and conversion rate) to develop future plans.
- Use artificial intelligence tools to analyze customer behavior and determine the most appropriate marketing messages for each target audience.
- Supervise a specialized customer service team responsible for responding to messages and calls and following up on patient reservations.

02-2022 → 01-2023  
**Hossam El-Sisi Jewelry | Cairo, Egypt**  
Digital Marketing specialist

- Managing social media accounts (Facebook, Instagram, TikTok, Google).
- Filming, directing, and editing Reels videos to promote products and offers.
- Implementing sponsored advertising campaigns worth EGP 20,000 per month to increase sales and reach.

01-2022 → present  
**Major General Dr. Ahmed Farouk Mira Clinics | Cairo, Egypt**  
Digital Marketing specialist

- Managing digital marketing for the doctor's clinics (Facebook, Instagram, Google, YouTube).
- Preparing and implementing awareness designs and content for vascular treatment and general surgery.
- Filming and directing awareness videos for the doctor, with professional content writing and editing.
- Implementing sponsored advertising campaigns to increase the number of reservations and clinic reach.
- Supervising the customer service team to respond to messages and calls and follow up on patient reservations in coordination with the medical secretariat

02-2021 → 04-2023  
**Ministry of Youth and Sports**  
First Deputy of the Suggestions and Complaints Committee

Providing training courses in electronic marketing at the Ministry of Youth and Sports

03-2019 → 12-2020  
**Digital Plus | Cairo, Egypt**  
Digital Marketing Specialist

- Creating and implementing integrated marketing campaigns across digital channels.
- Developing marketing content and managing social media pages.
- Improving website rankings on search engines using on-page and off-page SEO.
- Analyzing campaign performance and improving conversion rates (CRO).

## ○ TRAINING COURSES

- ✓ Digital Marketing for Sponsored Ads from easyT
- ✓ Diploma in E-Marketing from the Faculty of Computers and Information, Cairo University
- ✓ Microsoft Systems Course and Professionalism in Word, Excel and PowerPoint
- ✓ Snapchat scholarship and how to become a professional Snapchat advertiser
- ✓ Email Marketing Campaigns and Automation Tools
- ✓ Professional Photoshop CS and page design
- ✓ Search Engine Optimization (SEO) & Google Ads Management
- ✓ Content Marketing and Copywriting Strategies
- ✓ HTML, CSS, JAVASCRIPT, WORDPRESS website design course
- ✓ CRM course for customer management
- ✓ Digital Transformation Course
- ✓ Spss course
- ✓ Scientific Research Ethics Course
- ✓ TOEFL course

## ○ SOFTWARESKILLS

Microsoft excel

Microsoft Power Point

Microsoft Word

Video shooting

video editing

Photoshop

CRM

## ○ PERSONAL SKILLS

The ability to think outside the box and come up with new ideas for online marketing.

Ability to analyze data and reports to understand the performance of marketing campaigns and make strategic decisions based on data

Ability to communicate effectively with clients and colleagues via email, social media, and other digital channels

Ability to manage time and tasks effectively, and organize the schedule for marketing campaigns and other projects.

The ability to take initiative and implement ideas without the need for constant supervision.

Ability to adapt to market changes and adjust marketing strategies accordingly.

Willingness to learn and gain knowledge about the latest technologies and trends in digital marketing

Ability to take responsibility and make difficult decisions when necessary.

Ability to build relationships with others and work effectively within a team

---

## ○ LANGUAGES

Arabic ★★★★★

English ★★★★★☆☆

---