



MOHAMMED ELSHARKAWY

Digital growth lead

● ABOUT

10 years of digital growth and transformation,
5 countries experience. + 5 Million \$ delivered campaigns.

● CONTACT

Mobile: +966544626542 / +201000200566
Email: imohelsharkawy@gmail.com
<https://www.linkedin.com/in/imuhammed/>
Current address: Maadi, Cairo - Egypt.

● EXPERIENCE

Feb 2023 :
Present

FTC | TRAVEL SAUDI HOLDING COMPANY DIGITAL GROWTH LEAD

- Managing creative , content and digital team.
- Collaborating with Tech and operation team to ensure delivering the best experience to customers.
- Working with Cruise, Flights partners for co-marketing activities.
- Achieved 1st achieving growth partner with MSC and Aroya cruises in 2024 and 2025.

MARKETS : GULF, MAINLY KSA.

Jan 2022 :
Jan: 2023

LC WAIKIKI COUNTRY E-COMMERCE DIGITAL SUPERVISOR

- Creating the digital strategies and plans for Egypt e-commerce site.
- Managing the on site and off site campaigns of Egypt's e-commerce LCW.
- Managing the 3rd parties companies who supports the full digital experience and performance campaigns.
- Working closely with the technical team, sales team and analytics team to ensure that we deliver the best digital customer experience to the customers.

MARKETS : EGYPT, TURKEY , MOROCCO.

December 2020 :
Jan 2022

ELSHARBATLY - KSA E-COMMERCE DIGITAL MANAGER

- Managing the company's digital channels, campaigns and day to day digital activities.
- Tasked to manage the brand e-commerce on Shopify in terms of Marketing automation, E-mail marketing campaigns and website digital content.

MARKETS : SAUDI ARABIA, BAHRAIN, EGYPT

● SKILLS

Digital strategies	
Performance campaigns	
MS, Trello, Slack, Weglot, CRMs	
Klaviyo, hotjar, social bakers	
Account management	
E-mail marketing strategies	
Analytics and reporting	
Shopify, Magento, Salla and +	
Creativity, problem solving	
Art direction	
Content creation	
Design and video editing	

Academic Background

● EDUCATION

SHA - ELSHOROUK ACADEMY

2013-2017 | Computer science and information
Bachelor degree in information systems

ESLSCA UNIVERSITY IN EGYPT

2026 - 2028 | TB masters degree in Digital
Media and digital transformation

● COURSES AND CERTIFICATES

- GOOGLE CERTIFIED, ADS&ANALYTICS
- APPLE SEARCH ADS CERTIFIED
- IBM COGNOS BI CERTIFIED
- HUBSPOT CRM CERTIFIED
- KLABIYO PRODUCT CERTIFIED
- TWITTER ADS CERTIFIED
- FACEBOOK CAMPAIGN PLANNING CERTIFIED

May 2018 :
Oct 2020

QUAD MARKETING SOLUTIONS

DIGITAL MARKETING MANAGER

- Worked closely with the management team to acquire new clients in the region, penetrate new markets and increase the company overall Revenues for the Middle East branch.
- Successfully earned Facebook marketing partner badge due to the qualified ad spending and ad campaigns proficiency which made the company the first in the Middle East to be Google and Facebook partner.
- Managed team of 10 professionals in creative, performance ads, social media management and graphics.
- Managed over 10 clients in Canada, Australia, Egypt and UAE.

MARKETS : UAE, CANADA, AUSTRALIA AND EGYPT

Aug 2016:
May 2018

NOZHA GROUP

SENIOR DIGITAL MEDIA SPECIALIST

- Managed the digital presence of the group companies such as: Nozha real estate, Nozha schools, Nozha shipping and Nozha cars.
- Worked to manage the social media campaigns, websites of the group companies and creative of the campaigns.
- Worked closely with the creative team, sales team, technical team and social Media team.

December 2014 :
July 2016

ESMAAR.COM | DIGITAL AGENCY

SENIOR PERFORMANCE ADS SPECIALIST

- Worked closely with the business development team to produce concepts for major clients such as INTEL, El ahly developments, El Arabia group and other more than 20 clients
- Created a digital product to effectively manage and track ad campaigns across the digital channels linked to the internal working flow management system.

2016:2021

CONSULTANT AND FREELANCE DIGITAL STRATEGIST

- Worked as a digital consultant and freelance strategist for some brands in Egypt and other Arab countries such as:
 - Dubai Hub
 - Contactless.io | Qatar
 - EG Gate | Egypt's national digital project
 - Vestate exp | Egypt
 - Shasta.com | Egypt
 - Elwasfa.com | Egypt & KSA
 - Digital magnetic | Canada