

Alaa Emad

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Professional Summary

Strategic and results-driven Digital Marketing & Media Buying Expert with 4+ years of experience leading multi-channel campaigns across healthcare, real estate, e-commerce, cosmetics, décor, and tech sectors. Proven track record in social media management, personal and business branding, Meta ads optimization, and e-commerce growth. Skilled in leveraging AI tools (ChatGPT, analytics platforms) to boost ROI, app installs, and lead generation. Adept at managing cross-functional teams, executing data-driven strategies, and delivering high-impact results for both startups and multinational companies.

Experience

Marketing & Media Buying Manager

Euro Assist (Multinational Company)

May 2024 – Present

- Developed strategic marketing plans, conducted market analysis, and organized workflow and collaboration within the team, achieving 110% higher adoption for the full Euro Assist Group through targeted promotions.
- Led the launch and marketing of a medical discount card project and built the healthcare provider network for the Euro Assist group.
- Increased engagement and brand visibility not only for Euro Assist, but also for its sub-brands, including Euro Medical Card, Euro Med, Euro AirJet, Euro Home Care, and The Pink Club.
- Coordinated and managed multiple projects, including air ambulance services, roadside assistance, medical tourism, home healthcare, and a special discount card for women.

Digital Marketing, Social Media & Media Buying Expert

Freelance (Remote)

Jan 2021 – Present

- Planned and executed end-to-end digital campaigns across multiple channels—including social media, paid ads, and content marketing—while managing market research, strategy development, team coordination, and performance analysis. Campaign types included Awareness, Lead Generation, Conversions, App Installs, Messages, Video Views, Traffic, and Sales.
- Collaborated with clients to define marketing goals and report on campaign performance, while managing timelines, budgets, and cross-functional teams to ensure on-time, data-driven delivery.
- Developed and implemented personal and business branding strategies, helping clients establish a consistent, recognizable identity across all platforms.
- Utilized AI tools (ChatGPT, analytics platforms) to enhance campaign performance and ROI.
- Optimized Meta (Facebook/Instagram) ad campaigns, achieving higher conversion rates and increased app installs for clients.
- Provided e-commerce marketing support, leveraging analytics to improve user experience and drive sales.
- Managed paid advertising, content creation, and broadcast for clients across healthcare, real estate, interior décor, food, cosmetics, and e-commerce sectors—tailoring strategies to suit each industry's unique audience and goals.
- Designed visual and written content using Canva and AI tools, ensuring alignment with the client's brand voices.

Digital Marketing & Media Buying Manager

Duaya (Part Time)

Jan 2025 – Jul 2025

Duaya is a leading B2B health-tech company that connects pharmaceutical suppliers with pharmacies across Egypt.

- Led the full digital marketing strategy for Duaya and its sub-projects, managing paid media, campaign planning, and team workflows.
- Directed Meta Ads campaigns that generated over 10,000 app installs, boosted product sales, and expanded the healthcare provider network.

- Managed content and social media pages across Facebook, Instagram, TikTok, and LinkedIn, ensuring platform-specific strategies and consistent brand messaging.
- Oversaw advertising copywriting and creative direction for both B2C and B2B audiences.
- Supervised a cross-functional marketing team and owned the full campaign lifecycle—from ideation to execution, performance analysis, and reporting.
- Launched and marketed Duaya Software and Duaya AI, successfully generating qualified leads for digital health tools and B2B services.

Digital Marketing & Media Buying Manager

GARY – Real Estate Company (Part Time)

Jan 2025 – Jul 2025

GARY is a smart real estate marketing company with a digital platform that connects clients to premium residential and commercial projects.

- Led the digital marketing team, developed strategic plans, and organized workflows to ensure effective campaign execution.
- Managed paid advertising campaigns focused on Lead Generation, successfully expanding the company's potential client base.
- Contributed to the promotion of the GARY mobile app, achieving over 1,900 downloads through targeted Meta campaigns.
- Increased social media engagement by 70% through creative content and well-planned campaigns.
- Managed marketing efforts across Facebook, Instagram, and TikTok, targeting various audience segments to maximize reach and conversions.
- Oversaw advertising copywriting and creative direction, working closely with the content and design teams to ensure brand alignment.

Digital Marketing & Media Buying Manager

Corecast Media (Part Time)

Feb 2025 – Jul 2025

Corecast Media is a digital marketing agency where I led marketing strategies and media buying for a variety of client projects.

- Worked on diverse projects across real estate, interior décor, healthcare, and journalism, tailoring marketing strategies to each industry's unique needs and audience.
- Executed full-funnel paid media campaigns, including Awareness, Lead Generation, Conversions, App Installs, and Sales, across Meta platforms and other digital channels.
- Created and customized marketing plans for each project, ensuring alignment with client goals and audience targeting.
- Managed and supervised the performance of a cross-functional marketing team, while monitoring workflow and ensuring timely execution.
- Handled content creation and managed social media pages on Facebook, Instagram, TikTok, and LinkedIn, performing regular performance tracking and data analysis.
- Maintained consistent brand messaging and optimized advertising creatives to improve engagement and ROI.

Social Media & Marketing Specialist

3D Decoration (Full Time)

Jan 2021 – Dec 2023

3D Decoration is a creative interior design company offering tailored décor solutions for residential and commercial spaces.

- Managed Meta ad campaigns that increased sales by 90%, driving high-quality leads and conversions through strategic targeting and budgeting.
- Developed and implemented digital marketing strategies tailored to the interior design industry, aligning with brand goals.
- Created and published engaging content across Facebook and Instagram, maintaining a consistent brand voice and visual identity.
- Designed creative assets using Canva and coordinated visuals with the brand's aesthetic.
- Handled copywriting for posts and ads, optimized for audience engagement and call-to-action performance.
- Tracked ad performance and content analytics to refine campaigns and improve ROI.

Certifications

- Digital Marketing Certification — NBK Bank

Education

Bachelor of Commerce — Helwan University
Accounting Department, Arabic Section — Graduated with Very Good

2019 – 2023

Core Skills

- Collaboration Coordination
 - Creative Thinking & Strategic Ideation
 - Marketing Planning
 - Results-driven
 - Social Media Ads Management
 - Content Creation & Strategy
 - Meta Advertising (Facebook/Instagram)
 - AI & LLM Tools (ChatGPT, Analytics)
 - Data Analysis (Facebook Insights)
- PPC Campaign Optimization
 - AI & LLM Tools (ChatGPT, AI Analytics, Generative AI Tools)
 - Microsoft Word & Excel
 - Graphic Design (Canva)
 - Email Marketing (Mailchimp)
 - Project Management & Leadership
 - Time Management
 - Communication Skills

Languages

- Arabic — Native
- English — Good