

MOHAMED ELSHAZLY

DIGITAL MARKETING MANAGER | E-COMMERCE MANAGER

PROFESSIONAL SUMMARY

Results-driven Digital Marketing & E-Commerce Specialist with multi-industry experience in managing online campaigns, optimizing SEO/SEM, developing business strategies, and driving measurable sales growth. Skilled in content creation, paid advertising, data analytics, and e-commerce operations. Adept at leading cross-functional teams, solving problems quickly, and delivering value-added marketing solutions that enhance brand visibility and profitability.

CONTACT

Phone: +966 54 422 4921

Email: Mohamedelshazly1826@Gmail.com

Address: Riyadh, Saudi Arabia | Egyptian

Marital Status: Married – Husband of a Saudi Citizen

Linkedin: [Linkedin.com/in/mohamedelshazly96](https://www.linkedin.com/in/mohamedelshazly96)

WORK EXPERIENCE

Digital Marketing & E-Commerce Manager | SEP 2025 – Present

Al Barakat Group Co Ltd

- Develop and execute comprehensive digital marketing strategies to elevate brand presence and engagement across all platforms.
- Manage Google Ads and Meta Ads campaigns, ensuring optimized performance and maximum return on investment (ROI).
- Lead the e-commerce operations, including product catalog management, pricing, and customer order fulfillment.
- Supervise the content creation process for social media posts, video reels, and motion graphics that align with the brand identity.
- Coordinate with creative and technical teams to ensure seamless execution of campaigns and promotional offers.
- Analyze sales and marketing data to identify insights, trends, and areas for optimization.
- Oversee online customer experience and improve the digital purchase journey to boost conversions.
- Develop and launch seasonal campaigns (National Day, Ramadan, Summer Collections, etc.) to increase visibility and sales.
- Collaborate with management and external partners to align marketing activities with business objectives.
- Prepare detailed monthly performance reports covering digital campaigns and e-commerce KPIs.

Digital Marketing & E-Commerce Manager | Apr 2024 – AUG 2025

Vagueoud Company

- Lead digital marketing campaigns, achieving measurable sales growth through strategic ad placement.
- Manage paid advertising accounts across Facebook, TikTok, and Snapchat, optimizing performance and ROI.
- Produce high-quality visual content (graphics & motion videos) aligned with brand identity.
- Collaborate with creative teams to develop and execute impactful digital strategies.

Marketing Specialist & Social Media Manager | Feb 2025 – AUG 2025

Hallazone Trading Co. (Part-Time)

- secure deals for the E-Commerce platform, analyze the market, and develop product databases with pricing strategies.
- You build partnerships, maximize revenue opportunities, and execute trading strategies to drive sustainable growth, particularly in the beauty sector, using your strong market connections.

Digital Marketing Specialist | Nov 2024 – Mar 2025

Reshathloth Store (Part-Time)

- Managed digital ad campaigns, improving click-through rates and conversion performance.
- Coordinated with creative teams to enhance content quality and brand consistency.

Business Development Manager | Sep 2023 – Nov 2024

Beauty Bounty Cosmetics

- Managed e-commerce store operations and product listings.
- Built partnerships with suppliers and online platforms.
- Developed competitive pricing strategies and conducted market analysis.
- Executed marketing campaigns, tracking performance to improve future outcomes.

E-Commerce Specialist & Data Analyst | Apr 2023 – Aug 2023

Mazaya Perfumes & Gifts

- Oversaw online store content, order processing, and inventory management.
- Conducted data analysis to identify operational improvements.

Senior Sales | Dec 2021 – Apr 2023

- Led a sales team, implementing strategies to meet and exceed sales targets.

Sales Specialist | Feb 2020 – Dec 2021

- Delivered personalized customer service, resulting in increased client retention and repeat purchases.
- Assisted customers in selecting fragrances and gift items based on preferences and occasions.

ACADEMIC HISTORY

Mansoura University | Oct 2022 – Apr 2025

MBA in Marketing

Mansoura University | Sep 2015 – May 2019

B.Sc. in Commerce (Accounting)

CERTIFICATION

- Google Digital Marketing & E-Commerce – Google (2025)
- TikTok Marketing – Aptly (2025)
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- SEO Specialization – UC Davis (2025)
- EAP Certification – Mansoura University (2025)
- Google Ads – Coursera (2024)
- Digital Transformation – Mansoura University (2023)
- Human Resources Management – Online Training Platforms (2023)
- ARTDECO Makeup & Sales Techniques (2023)
- Note Cosmetics Product Knowledge (2021)

TECHNICAL SKILLS

- Digital Advertising: Google Ads, Meta Ads, TikTok Ads, Snapchat Ads, X Ads
- Analytics Tools: Google Analytics, Semrush, Microsoft Clarity
- E-Commerce Platforms: Zid, Shopify, Salla, Magento
- Marketing Skills: SEO, Content Writing, Campaign Management
- Design Tools: Canva
- ERP Systems: Microsoft Dynamics AX 2012