

AHMED RAMADAN EL-SAYED

GROWTH & DIGITAL BUSINESS LEADER

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Open to onsite and hybrid roles in Egypt; remote opportunities worldwide.

Target roles: Head of Growth | Digital Marketing Director | Growth Marketing Manager

PROFESSIONAL SUMMARY

Growth and digital business leader with 15+ years of experience connecting marketing, sales, technology and analytics. Builds integrated growth systems spanning positioning, customer acquisition, conversion, digital infrastructure and automation. Led central digital direction for 73 hospitality properties and supported diversified acquisition in professional services. Combines senior strategy with hands-on execution in performance marketing, SEO and WordPress.

Leadership scope: Teams of approximately 70 people; marketing budget exposure up to approximately EGP 500K per month across roles. Experience includes hiring, training, performance reviews and quality control.

CORE EXPERTISE

Growth Strategy | Digital Marketing Strategy | Performance Media Buying | Search Engine Optimization (SEO) | Sales & Conversion | Business Development | B2B | WordPress | MarTech & Automation | Analytics | Team Leadership | AI-Augmented Operations

PROFESSIONAL EXPERIENCE

Growth, Digital & Commercial Operations Lead (Functional Role)

Al Mostashar Group | Professional Business Services | 2024 - September 2026

- Built a multi-channel acquisition system for company formation, accounting and business services, treating organic, paid, direct and social as distinct business channels.
- Generated approximately **300 qualified leads per month** through diversified acquisition, alongside **EGP 30K-50K monthly paid spend**.
- Supported approximately **EGP 200K-500K in monthly revenue**, depending on period and source. Immediate monthly lead conversion exceeded **20%**; some cohorts reached approximately **70%** over extended follow-up.
- Grew website traffic to approximately **40K visits per month**, with **59% organic traffic** and first-page rankings for high-intent Arabic company-formation keywords.
- Connected media buying, SEO, WordPress, analytics and website security with sales administration, lead management, reporting, conversion improvement and team leadership.

Director of Digital Marketing - Central Management

Tolip Hotels / Jewel Hotels | Hospitality, Sports & Social Clubs | 2020 - 2023

- Led central digital strategy across **73 hotels and clubs**, coordinating with property-level marketing teams on positioning, websites, organic acquisition and B2B growth.
- Helped address the perception that facilities were available only to military personnel, strengthening positioning for broader public and commercial audiences.
- Contributed to **170+ long-term B2B contracts** representing approximately **EGP 120M in annual contract value** through digital positioning and commercial partnerships.
- Built an organic-led digital presence reaching approximately **6M website visits, 3,000+ website reservations** and **400+ loyal customers**.
- Prioritized brand trust, digital infrastructure and long-term revenue stability. Paid advertising was introduced later, with approximately **EGP 300K spent in the final year**.

ADDITIONAL PROFESSIONAL EXPERIENCE

Founder & Team Lead

ZaTarget | Digital Services | Approximately 2013 - 2021

- Built and led a **seven-person core team plus freelancers**, delivering media buying, social media management, SEO, websites, desktop applications and ERP-style systems.
- Managed client acquisition, proposals, pricing, delivery quality and recurring accounts, including international freelance engagements through Upwork.
- Contributed to selected planning and feature concepts in Jumia- and AliExpress-related projects, including used-product listings and auctions; scope was limited to contributing features.

Digital Marketing - Remote Engagements

Muscle World (Alam Al-Adalat) & Dar Al Diyafa | Saudi Market

- **Muscle World:** Managed performance media buying, content creation, SEO and Salla website operations for a sports and supplements business.
- **Dar Al Diyafa:** Delivered broad digital marketing for a tourism business, handling most execution directly and using specialist freelancers when needed.

Early career | Approximately 2007 onward: Started in sales while studying, then built skills in advertising, Blogger websites, SEO, Fiverr and Upwork freelancing, and software development.

PRODUCT DEVELOPMENT

Product Creator - Independent Side Venture

Wevezl | SaaS Website Creation Platform | In Development

- Designed and built major parts of the business model, customer journey and website-provisioning system for rapid website creation for entrepreneurs and businesses.
- Connected WordPress Multisite, subscriptions, payments, onboarding, automation, security architecture and AI-assisted workflows.

TECHNICAL & COMMERCIAL SKILLS

Acquisition & analytics: Meta Ads, Google Ads, Snapchat Ads, technical and commercial SEO, keyword research, content strategy, email marketing, GA4, Search Console and conversion analysis.

Hands-on technology: WordPress, WordPress Multisite, VB.NET, website performance, security, automation and AI-assisted research, coding, content and operations. **Working knowledge:** HTML, CSS, PHP and SQL.

Commercial & leadership: B2B proposals, pricing, negotiation, sales processes, project management and digital transformation. Industry depth in professional services, hospitality, tourism and real estate.

EDUCATION

Bachelor's Degree in Marketing & E-Commerce | MCI Academy | 2017

PROFESSIONAL CERTIFICATIONS

Google Digital Marketing & E-Commerce Professional Certificate | Google / Coursera | Oct 2023

Google Project Management Professional Certificate | Google / Coursera | Nov 2023

Meta Social Media Marketing Professional Certificate | Meta / Aptly / Coursera | Nov 2023

Search Engine Optimization (SEO) Specialization | UC Davis / Coursera | Oct 2023

Business and Marketing Strategies Specialization | University of London / Coursera | Oct 2023

Past credential: HubSpot Academy, Social Media Certified | November 24, 2023 - December 23, 2025 (expired).

LANGUAGES

Arabic: Native. **English:** Excellent reading and writing; conversational speaking.