

Mohamed Ali Mohamed

Marketing Director

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With over 10 years of experience in performance marketing, I am a seasoned and passionate digital consultant who helps clients achieve their business goals through strategic, creative, and results-oriented campaigns. I have a track record of delivering high-quality work across multiple channels, platforms, and markets, working with leading multinational brands such as the following ones:



At my current role, I lead a team of experts, and develop new business acquisition strategies. I also manage and develop key vendor relationships, and produce thought leadership pieces and case studies to showcase our work. My mission is to drive growth and innovation via AI developments for our clients and our agency.

I have a native level of Spanish and Catalan, a proficiency level of English and a medium level of German and Italian.

Areas of Expertise include:

- Strategic Planning & Forecasting
- E-Commerce
- New Markets expansion
- Business Development & Sales
- Paid Search Strategy
- Project Management
- Campaign Planning & Marketing
- Digital Marketing Strategy
- AI Solutions
- Problem Resolution
- Exceeding Sales Targets
- Analysis & Reporting.

Professional Experience

 **GroupM Dusseldorf, Germany • April 2024 - Present**

Director Paid Search

The responsibilities of the role include collaborating with clients for strategic growth, managing key vendor relations, authoring thought leadership pieces and case studies, delivering periodic updates on workstream quality, and providing timely actionable feedback to executives.

 **EssenceMediaCom (WPP) Dusseldorf, Germany**

Director Digital consulting • April 2023 - April 2024

Client development in terms of strategy, maturity, innovation and performance across clients such as Deutsche Bank, IKEA, AirBnb Giropay, BBL, Dyn Media, VW, TUI, IKEA...

New business Acquisition strategy

Manage and develop key vendor relationships

Develop thought leadership pieces & case studies throughout the course of the year

Deliver quarterly, semi-annual, or annual updates on work quality as it relates to owned workstreams

Provide timely and actionable feedback to C-Suite level

Director Media Activation • June 2022 - March 2023

Oversee development, roll out, and adherence of best practices across channels (Social, Search & Programmatic) Developing strong relationships with clients such Deutsche Bank, BBL, Porta, MarcCain, Rich&Royal.....etc,

Manage and develop key vendor relationships Identify new platforms, partners & integrations, evaluate these (and existing platforms) over and maintain a POV here Develop thought leadership pieces & case studies throughout the course of the year

Deliver quarterly, semi-annual, or annual updates on work quality as it relates to owned workstreams

Gain a strategic understanding of the client's business and KPIs,

Ownership of in-channel planning and forecasting, testing, measurement, and optimization

Manage a team of 10 direct reports and provide timely and actionable feedback to the team to aid in their development



JustEat Takeaway • Enschede, Netherlands • September 2020 - May 2022

Senior Professional Performance Marketing

- Managing an external agency team of 4 members to execute the initiatives on Paid Search, Display, Paid Social, Organic and Lead Generation.
- Strategic and operational development of SEO, SEA and Paid Social for Partners Services across all Europe
- Develop project management plans for new channel expansions, account management, account structure and budget forecasting for all performance channels
- Analysis and optimisation of the individual campaigns and keywords related to click-through-rate, Quality Score, CPC, sales and cost-to-sales ratio
- Identification of new SEA, Social and SEO potentials, continuous research, analysis and observation of the market as well as of competitor activities, including best practice
- Coordination and communication with international agencies
- Operational management and contact with Google, Microsoft, and other search engines
- Set up, monitoring and optimisation of product listing ads and the corresponding shop-exports
- Creation, management and optimisation of display campaigns on the Google Display Network and DV360
- Creation of reports on a weekly, monthly and yearly basis on key KPIs
- Work on best practices and solutions for Performance Marketing, attribution modeling, and programmatic buying
- Develop best practices approach for analyzing traffic drivers, including gathering and analyzing data to identify KPIs, understand online traffic patterns, segment customer behaviors resulting in improved website sessions



Foot Locker • Recklinghausen, Germany • April 2019 - August 2020

PROJECT LEAD PAID SOCIAL & PROGRAMMATIC

- Project Leader for PaidSocial and Programmatic advertising as new channels (DV360 & Facebook) on top of the SEA responsibilities.

PERFORMANCE MARKETING SPECIALIST

Strategic and operational development of the Paid Search and Paid Social activities across different websites, languages, and channels

- Develop project management plans for new channel expansions, account management, account structure, brand management, and budget forecasting.
- Preparation and monitoring of Google Adwords, DV360, Bing and Facebook Ads (DPA) campaigns, ad groups and associated keywords
- Analysis and optimization of the individual campaigns and keywords related to click-through-rate, Quality Score, CPC, sales and cost-to-sales ration

- Identification of new SEA potentials, continuous research, analysis and observation of the SEA market as well as of competitor activities, including best practice sharing
- Coordination and communication with international agencies
- Operational management and contact with Google, Microsoft, and other search engines
- Set up, monitoring and optimization of product listing ads and the corresponding shop-exports
- Creation and analyzing of reports on a weekly, monthly and yearly basis on key KPIs
- Partner with the Digital Merchandising team to identify, and provide feedback on top-performing styles and collections to influence your performance acquisition marketing
- Work with the Content & Design team to build new ad campaign assets on a weekly basis for distribution through all of our channels
- Work on best practices and solutions for Performance Marketing, attribution modeling, and programmatic buying
- Experience with Channable & Google Ads Scripts

BIODIET (www.biodietbcn.es) • Barcelona, Spain • 2013 - 2019

PERFORMANCE MARKETING MANAGER

In this role, I have managed all aspects of the end-to-end project life cycle, including SEO and SEM, strategic analysis, planning, delivery, testing and user support in a portfolio of complex initiatives. I provide supervision and supervision of the workflow for the project team of 4 members.

Some of my main tasks include the following:

- SEM and SEO project schedules, milestones and benchmarks to track progress and ensure timely delivery.
- Manage project team meetings to set weekly goals, analyze progress reports and continually meet critical deadlines through CRMs such as Monday.com or Asana.
- Preparation of Campaigns A / B Testing to determine possible deviations in the behavior according to the content • Newsletter management focused on maximizing users' activations and conversions

Education & Training




Universidad Isabel I - Master Degree: **Project Management**.



Universidad de Barcelona - Bachelor Degree: **Business Administration**.

Technical Certifications

 **Certified by Google on** : , Digital Marketing - Credential ID: 6QXYUT4T6 , Certified by Google on Search - Credential ID: 51137304 , Google Shopping - Credential ID: 51140517 , DV360 - Credential ID: 50768305 , Google Display - Credential ID: 51138280 , Google Analytics - Credential ID: 16936033

Language Skills

Catalan (native), German B1, English C2, Italian B1, Spanish (native)

Technical Skills

Projects Management, Program PHP, Basics of Typhon, BigQuery, Google Analytics, MailChimp, Adwords editor, DV360, Adobe Analytics, CMS Prestashop, Drupal, Magento, WooCommerce, SAP, Office, Linux, PHPMyAdmin, Cpanel, CRM as Agile CRM, Zoho CRM, CRM workflow through monday.Com or Asana, Tableau, Miro, Asana, Wrike, Advanced Excel