

# Mohamad El Ghali - Resume

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## Digital Business Development

Strategist . Marketing . Advertisement . PR



Resume up to date on May 24, 2025

Dear Hiring Manager,

I am writing to express my interest in contributing to your team as a Digital Marketing Consultant or Specialist. With over a decade of hands-on experience in full-stack marketing campaigns, performance advertising, PR strategy, and business growth consulting across the MENA region, I bring a unique blend of creativity, strategy, and results-driven execution to the table.

Throughout my career, I have successfully led digital campaigns for a wide range of industries—from eco-conscious consumer services in Saudi Arabia to e-commerce startups in the UAE and tutoring platforms in Lebanon. I specialize in building full-funnel strategies across META, Google, Snapchat, and YouTube Ads, paired with retargeting, CRM integrations, and conversion-focused content.

What sets me apart is my ability to operate not just as an advertiser, but as an embedded digital partner to the businesses I work with. I've helped startups scale regionally,

optimized ad spend to maximize ROI, and elevated brand narratives through cohesive online strategies—often acting as an in-house CMO while maintaining an agile consultant mindset.

Whether you're looking for a freelance partner, part-time support, or a committed full-time lead for your digital growth efforts, I am confident in my ability to deliver clear results. I work best with teams that value accountability, creativity, and performance.

I would welcome the opportunity to discuss how my skills and past campaigns can support your company's goals. Please find my resume attached. References, testimonials, and campaign performance reports are available upon request or during the interview.

Call/Whatsapp	Instagram	Facebook	Website	LinkedIn
+9613053957	Marketing.Lad	Marketing Lad	marketinglad.net	Mohamad El Ghali

## AUST- Bachelor in Communications Arts - 2017

*American University of Science & Technology, Beirut*

Other workshops & courses include:

Academy:	Certificate:
The Agenda Beirut 2017	PR & Media Management
Seed Stars Academy	Boost with Facebook Certified 2021
Hubspot Academy	Inbound Marketing
Hubspot Academy	Social Media Marketing Certified
Facebook	Digital Marketing Associate

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Part Two  
Work - Experiences - Achievements

**RPR MENA | Media Management | 2016–2018 (On-Site)**

At RPR MENA, a storytelling and PR agency, I worked within the Media Management team to oversee client media presence and coordinate strategic press releases. We built strong relationships with key journalists and media outlets, ensuring timely and impactful coverage. Our work blended traditional PR with digital media strategies to enhance brand visibility and protect client reputations across all platforms.

**Accelerate Online | Social Media Manager | 2018–2019 (On-Site)**

At Accelerate Online, I managed social media accounts for multiple clients—creating content, analyzing engagement data, and scheduling posts for optimal reach. I also moderated online interactions, responded to messages and comments, and maintained positive audience relationships, ensuring each brand's voice remained consistent and engaging.

**Outfilming Beirut – Lebanon | Public Relations & Marketing Manager (On-Site)**

I co-founded and managed PR and marketing for Outfilming Beirut during its startup phase. Under the creative leadership of my brother, Ayman El Ghali—a respected cinematographer and producer—the company quickly gained recognition across the MENA region, winning multiple international film festival awards.

**Property Specialists – Thailand | Awareness, SEO & Backlink Strategy (on Site)**

Expanding into Thailand, I helped Property Specialists Asia—a small real estate agency based in Koh Tao—establish its digital footprint. They had no online presence before our collaboration. I led the creation of a modern website to showcase their villas and implemented awareness, SEO, and backlink campaigns that rapidly increased site traffic. Leads came in via email, phone, and other channels we set up. Sadly, the COVID-19 pandemic forced an early end to our partnership.

*"With this testimonial, I would like to praise Mr. Mo Ghali. His ideas, input, and support were key to our company's launch and early success. His dedication and attention to detail were clear evidence of his marketing expertise."*

— Giorgio Quarisma, Founder, Property Specialists Asia

## **Targetkom – MENA | Market Research – Telecommunications Industry**

I conducted an in-depth market research study for Targetkom, analyzing the telecommunications industry across the MENA region. The research identified major players, capital investments, positioning strategies, and market trends, offering valuable insights into the region's competitive landscape.

*"Mohamad is highly responsive and proactive. He enjoys exploring new topics, adapts his research approach flexibly, and always delivers high-quality work—often before deadlines."*

— Khattar Fahmi, Founder, Targetkom

## **Hekayati Stories – UAE | E-Commerce Full-Stack Campaign (Remotely)**

Hekayati remains one of my favorite campaigns due to the close collaboration and ongoing relationship with the management team. Together with two passionate entrepreneurs, we elevated this startup to an international level—launching first in the UAE and later expanding across the Gulf region. The product—personalized children's storybooks—was promoted through a full-stack e-commerce campaign. My responsibilities included setting up and managing META ads, orchestrating influencer collaborations, and implementing email marketing strategies. We managed a substantial monthly ad budget that consistently delivered strong returns.

*"Mohamad is a talented marketer. He studies the product, assesses what will work, and offers a tailored solution. Mo is an asset to have for your marketing needs."*

— Asif Mouglo, Founder, Hekayati Stories

## **KORE Fitness Studios – Riyadh | Meta Ads Campaigns**

KORE Fitness Studios KSA, with its multiple branches, is now celebrating the second year of our successful ongoing partnership. Initially brought in to consult on underperforming ads, our collaboration quickly evolved into a long-term commitment, managing lead generation campaigns across adult, teen, and children's segments. A small but strategic adjustment in their call-to-action and audience engagement approach led to a major

breakthrough: I successfully generated over 1,500 leads, including inquiries about offers, events, subscriptions, and activities—primarily through META ads and email retargeting campaigns. The return on ad spend (ROAS) speaks for itself, clearly demonstrating the effectiveness of our efforts.

*“Mohamad was one of the most efficient and passionate marketers I’ve worked with. Extremely committed and took the time to fully understand our requirements.”*

— Razan Al Issa, CEO, KORE Gyms

### **Spic Laundry – Riyadh | Growing Brand Awareness and Driving App Downloads**

As the lead digital strategist for Spic Laundry—Saudi Arabia’s first non-toxic laundry brand—I developed and executed full-funnel META ad campaigns that drove significant brand growth and app adoption in Riyadh. My work included crafting tailored awareness, engagement, and conversion strategies for eco-conscious audiences, optimizing creatives and targeting for performance, and managing retargeting through email marketing. I also localized content to match Riyadh’s market behavior and efficiently managed ad budgets despite operational challenges. The results: increased brand visibility, thousands of app installs, and a strong return on ad spend—firmly positioning Spic as the go-to eco-friendly laundry in the city.

*“Not the first time we work with Mohamad—he always gets us the results we aim for.”*

— Reem, Founder, Spic Laundry

### **Life Happens Outdoors – UK | Meta Ads Campaigns & Content Marketing (Remotely)**

A great example of a long-term partnership, Life Happens Outdoors (LHO) showcases the impact of sustained digital marketing. I began supporting LHO in its early days with content development and design, helping build its brand identity. Years later, I returned to manage their META ad campaigns—setting up and monitoring funnels that nurtured audiences, drove traffic, and increased conversions. I also advised on content direction, managed budgets, and handled several technical and cross-selling tasks essential to their success.

*“Mohamed was a pleasure to work with! His insights, experience, and understanding of the tools has helped our brand grow exponentially. Not only did he set-up, manage, and oversee our multi-funnel system, but he also gave input on creative strategy and even took on some of the content creation himself. Would def recommend him to anyone looking to up their digital presence.”*

— Hazem, Digital Manager, Spic Laundry

## **PaperMate – Lebanon | Meta & Influencer Ads Campaign]**

Papermate, a Beirut-based tutoring service, entrusted me with setting up their META ads and managing content marketing. As the company gears up for the fall semester during the current off-season, we reflect on a productive year. We identified solid audience segments, ran content A/B tests, and discovered the optimal creative direction. This strategy drove both leads and client acquisitions, sustaining growth during their beta launch phase.

"We've had the pleasure of working with Mo, who has been instrumental in growing our Instagram presence and building a robust audience through Meta Ads Manager. His commitment to exceed expectations shows in every interaction. He delivers on time, provides valuable insights, and is genuinely invested in our growth. Highly recommended!"

— Ali Halawi, Managing Partner, PaperMate

## **Royal Barf – Lebanon | Meta & Influencer Ads Campaign**

I'm currently managing a campaign for Royal Barf, a Lebanese e-commerce brand specializing in natural raw pet food. We're running an awareness and sales campaign aimed at generating steady revenue while gradually scaling our efforts. I also oversee the website development and direct content strategy to ensure a consistent and impactful digital presence.

"I couldn't be happier with the results! Mo knows how to target the right audience, which has boosted our online visibility and engagement. His ad campaigns are sharp and effective. Mo is also highly responsive and ensures all concerns are handled promptly. I strongly recommend him for social media ad management!"

— Alaa Santaly, Founder, Royal Barf

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Part Three  
**Proficiency: Skills-Tools**

I bring a comprehensive skill set across digital advertising, content management, and marketing automation. I'm proficient in running performance campaigns on META, Google, Snapchat, and YouTube, with strong experience using platforms like WordPress (Elementor) and Shopify to manage content and front-end web development.

I've implemented CRM and email marketing strategies using HubSpot and Mailchimp, built high-converting funnels through ClickFunnels, and consistently supported creative production using tools such as Adobe Suite, Canva, CapCut, Envato Elements, and ChatGPT for content ideation.

I also navigate platforms like Facebook Ads Manager, Google Ads Manager, Snapchat Ads Manager, LinkedIn Sales Navigator, and the full Microsoft Office Suite with ease.

Fluent in English and native in Arabic, I'm currently seeking an opportunity to lead digital business development efforts—whether freelance, part-time, or full-time—within a company that values performance, quality, and strategic growth. Certified results, analytics, and case studies are available upon request.

Sincerely,

Mohamad El Ghali

Digital Marketing, Advertising & PR Professional / Consultant



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