

# MOHAMED YEHIA

## Growth Marketing, E-commerce & AI Transformation Lead

Dubai, UAE / Cairo, Egypt

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### EXECUTIVE SUMMARY

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Senior Growth Marketing, E-commerce, and Business Systems Leader with 15+ years of cross-functional experience across the UAE, KSA, and Egypt. Specialized in building practical growth engines, e-commerce channels, AI-assisted workflows, internal reporting systems, and digital operations that connect marketing, sales, production, delivery, and executive decision-making.

Experienced across FMCG, food manufacturing, B2B industrial machinery, healthcare, retail, education, and agency environments. Strong hybrid profile combining performance marketing, e-commerce execution, ERP/Odoo workflows, business reporting, creative direction, commercial documentation, and AI-enabled operating systems.

### CORE SKILLS

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**Growth & Performance Marketing:** Meta Ads, Google Ads, TikTok Ads, lead generation, paid media planning, funnel optimization, creative testing, audience segmentation, CPA improvement, ROAS planning.

**E-commerce & Digital Commerce Systems:** WooCommerce, WordPress, Zid, Salla, Amazon Seller Central, Noon Partner Platform, digital merchandising, conversion rate optimization, product pages, checkout optimization.

**Business Intelligence & Technical Systems:** Odoo ERP workflows, business process mapping, KPI dashboards, sales reporting, product data structure, commercial pipeline tracking, internal reporting.

**Data Analytics & Tracking:** Google Analytics 4, Google Tag Manager, Google Search Console, Google Merchant Center, Looker Studio, UTM tracking strategy, SEO performance, campaign reporting.

**AI Transformation & Workflow Automation:** Claude, ChatGPT, Gemini, prompt design, AI content workflows, AI-assisted reporting, ClickUp, GitHub-assisted workflows, low-code workflow planning.

**Brand Strategy & Corporate Communications:** Go-to-market planning, creative direction, packaging support, executive presentations, corporate copywriting, product communication, commercial framework design.

### PROFESSIONAL EXPERIENCE

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#### Al-Shehail Food Industries LLC | Dubai, UAE

##### Marketing, E-commerce & Business Systems Lead

May 2024 – Present

- Lead marketing, e-commerce, digital growth, and business systems work across Al-Shehail Food Industries, with a strong focus on the HÅLSA Bake clean-label FMCG brand.
- Built and managed the digital growth direction for HÅLSA Bake, covering brand positioning, product communication, e-commerce, content operations, paid campaigns, and retail support.
- Launched and optimized the WooCommerce e-commerce platform, improving product structure, user journey, SEO readiness, and direct-to-consumer sales flow.
- Planned Meta, TikTok, and Google campaign structures to support brand awareness, traffic, customer acquisition, conversion, and retail visibility.
- Generated **15M+ organic reach within 3 months** through structured content planning, high-volume creative execution, publishing discipline, and platform-focused optimization.
- Supported offline retail growth through integrated digital awareness, brand visibility, product education, and trade marketing support.
- Improved digital customer acquisition, online order flow, and repeat-purchase behavior through e-commerce optimization and clearer product communication.
- Built management-ready dashboard concepts to connect marketing activity with product movement, sales performance, distribution visibility, and management reporting.
- Structured internal reporting workflows covering product data, sales tracking, distribution updates, KPI monitoring, and operational follow-up.

- Supported commercial documentation and transaction paperwork across the production-to-delivery journey, including product data, quotation support, delivery coordination, and internal records.
- Helped organize business documents and operating workflows between production, sales, logistics, and management to improve visibility and follow-up.
- Directed and supported asset production across packaging, product descriptions, website content, social content, and executive presentations.

## **El Shohail Trading — Al-Shehail Group | Riyadh, KSA**

### **Marketing & Business Operations Lead**

#### **Mar 2021 – Present**

- Lead marketing, e-commerce, digital growth, and business operations initiatives for a B2B food-processing machinery and industrial bakery equipment trading company.
- Led the company's first full Odoo ERP implementation, connecting procurement, inventory, sales, operations, and internal reporting workflows.
- Redesigned the company's B2B digital presence and launched e-commerce workflows to support product discovery, lead generation, wholesale sales, and dealer communication.
- Planned and executed Meta and Google campaigns for machinery, bakery tools, production equipment, and B2B product categories.
- Improved product presentation, inquiry flow, landing pages, SEO structure, website content, and commercial communication for food machinery and trading categories.
- Strengthened exhibition support, dealer acquisition, wholesale relationships, and sales enablement across Saudi market channels.
- Grew the company's social footprint to **50K+ targeted followers** and generated **1M+ monthly category reach** through content systems, product education, and B2B campaign planning.
- Created a direct digital sales capability and supported strong first-year business growth through e-commerce activation, digital transformation, and commercial workflow improvement.
- Supported marketplace and e-commerce operations across Zid, Salla, WooCommerce, Amazon, and Noon where relevant to group business needs.

## **Nano Line | GCC Region**

### **Growth Marketing, Business Systems & Digital Transformation Lead — Portfolio**

#### **Dec 2020 – Present**

- Support Nano Line as a multi-activity business portfolio covering marketing, digital systems, commercial presentation, and growth support for companies operating in food industries, machinery, production lines, and healthcare.
- Build marketing and sales-support systems for B2B food industry brands, connecting product presentation, website structure, campaign planning, lead generation, and client communication.
- Support digital growth and business positioning for portfolio activities including **Nano Food Machine, Zucchelli Forni, ZadMak, and Al-Amin Clinics**.
- Develop websites, product pages, SEO structures, content systems, and commercial presentation materials to improve visibility, trust, and inquiry quality.
- Build internal dashboard and reporting concepts for sales, product data, KPI tracking, distribution visibility, and management reporting.
- Create AI-assisted content, website, and workflow systems using ChatGPT, Claude, ClickUp, GitHub, and modern AI design/code workflows.
- Support cross-brand governance across content, visuals, product communication, commercial documents, and management-ready reporting.
- Align marketing execution with sales operations, business development, exhibitions, dealer communication, and digital transformation goals.

## **IDE.eg Group | Cairo, Egypt**

### **Co-Founder & Head of Growth**

#### **Jan 2014 – Dec 2020**

#### **Group activities included: IMA, IDE Academy, and FABZ.**

- Co-founded and scaled education and digital business ventures under IDE.eg Group, including programming education, digital training, and creative/commercial projects.

- Owned growth strategy across marketing, website management, content, paid acquisition, CRM activity, community building, and student acquisition.
- Built and managed education brands including IDE Academy and IMA Academy, covering programming, technology, mobile development, and digital learning tracks.
- Secured Apple Authorized Training Provider alignment through LearnQuest and supported Apple iOS App Development AATP training activity.
- Hosted Apple Tech Lead Boris Hernan as part of technology education and community-building initiatives.
- Built partnerships and training relationships with institutions including AUC, GUC, and Ain Shams University.
- Achieved consistent annual enrollment growth through structured campaigns, community development, and recurring cohort launches.
- Built a community of **250K+** and served **5,500+ students** across programming, technology, and digital learning tracks.
- Ran structured training cohorts every **45–60 days**, connecting curriculum planning, campaign execution, student communication, and delivery operations.
- Supported FABZ as part of the group's digital, creative, and commercial activity portfolio.

### **Pointer Advertising | Cairo, Egypt** **Digital Marketing Manager**

**Jan 2016 – Dec 2020**

- Led agency-side digital marketing delivery across healthcare, corporate education, sports, fashion, and performance-driven campaigns.
- Planned and executed Meta and Google campaigns covering awareness, engagement, traffic, lead generation, and conversion objectives.
- Built content calendars, campaign concepts, ad copy, approval workflows, weekly reports, and client communication processes.
- Coordinated content strategists, designers, media buyers, web developers, and account teams to deliver campaign outputs on schedule.
- Supported digital presence, paid campaigns, content, and website activity for healthcare and professional services clients.
- Managed or supported projects for **Prof. Karim Sabry, Dr. Hussein Ashour, Dr. Tolat El Samni, Dr. Rania Lotfy, Dr. Osama El Teih, Atlético Madrid Academy, and Gama Academy.**
- Connected campaign strategy with creative production, client approvals, reporting, and ongoing optimization.

### **COMPRESSED EARLY CAREER HISTORY**

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#### **Digital Marketing & Campaign Support | Mehrat & Amal Masr | Egypt**

Coordinated social media activity, campaign assets, content planning, and community engagement for professional training and development operations.

#### **Export Content & Web Support | CSC Export | China / Egypt / Australia / Saudi Arabia**

Supported international B2B digital content, export-focused website updates, SEO basics, product presentation, and online inquiry communication across multiple markets.

#### **E-commerce & Retail Marketing Support | Eid Labib Group / Hyper Plus & Tajerinn | Egypt**

Supported e-commerce content, retail promotions, product listings, online catalog updates, social media activity, and customer-facing product communication.

#### **Web, Hosting & SEO Specialist | Micro4Host | Egypt**

Built early technical foundation in web hosting, website building, HTML, CSS, basic PHP, CMS platforms, VBulletin communities, SEO basics, and online community development.

### **SELECTED PROJECTS & PORTFOLIO HIGHLIGHTS**

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#### **HÄLSA Bake / Al-Shehail Food Industries — FMCG**

Built e-commerce and organic growth systems for a clean-label bakery brand, supported retail visibility, and developed reporting concepts across sales, product movement, and distribution.

#### **El Shohail Trading — Industrial B2B**

Supported B2B digital transformation, Odoo ERP workflows, e-commerce channel development, product content, and lead acquisition tracking for food-processing machinery.

## **Nano Food Machine / Zucchelli Forni / ZadMak — Industrial Partnerships**

Supported institutional brand positioning, product catalog structure, website content, commercial presentation, and inbound lead-generation systems.

## **AI-Amin Clinics — Healthcare**

Supported group marketing and digital presence for a healthcare clinic brand through content, brand communication, and digital visibility.

## **IDE Academy / IMA Academy — Education & Training**

Directed growth systems, student acquisition, community building, Apple AATP-aligned training activity, and recurring cohort operations.

## **Pointer Advertising Healthcare Portfolio**

Supported doctors and medical brands with digital content, paid campaigns, landing pages, social media presence, and reporting workflows.

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## **AI TRANSFORMATION & BUSINESS AUTOMATION**

**Operational Automation:** Built AI-powered social automation workflows to support content planning, creative generation, publishing structure, localization, and performance reporting.

**Executive Intelligence:** Designed dashboard concepts for sales, product data, distribution tracking, KPI monitoring, campaign visibility, and management reporting.

**AI-Assisted Website & Portfolio Systems:** Created AI-assisted website and portfolio systems using Claude, ChatGPT, GitHub, ClickUp, and modern AI design/code workflows.

**Workflow Acceleration:** Used AI tools to speed up campaign planning, content ideation, creative direction, presentation development, product communication, and operational documentation.

**Business Systems Support:** Built AI-assisted workflows that connect marketing execution with business reporting, commercial documents, and executive visibility.

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## **EDUCATION & TRAINING**

### **Bachelor of Science (B.Sc.), Business & Commerce**

Benha University

### **Specialized Diploma, Digital Communication & Multimedia**

American University of Professional Studies

### **Professional Certification, Marketing Strategy**

Cambridge Training College, UK

### **Technical Credential, iOS App Development AATP**

Apple

### **Introduction to Digital Marketing & Customer Relations**

Cairo Chamber of Commerce

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## **LANGUAGES**

Arabic: Native / Bilingual Proficiency

English: Professional Working Proficiency

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## **ATS KEYWORD COVERAGE**

Growth Marketing, E-commerce Director, Head of Growth, Digital Transformation Lead, Marketing Operations, Business Systems, AI Marketing Systems, Business Intelligence, Performance Marketing, Meta Ads, Google Ads, TikTok Ads, Lead Generation, Funnel Optimization, WooCommerce, WordPress, Zid, Salla, Amazon Seller Central, Noon Partner Platform, GA4, Google Tag Manager, Google Search Console, Google Merchant Center, Looker Studio, KPI Dashboards, Odoo ERP, AI Workflows, ChatGPT, Claude, Gemini, ClickUp, GitHub, Marketplace Operations, FMCG, Food Manufacturing, B2B Trading, Food Processing Machinery, Healthcare Marketing, Education Marketing, Retail E-commerce, GCC, UAE Market, KSA Market, Egypt Market.