

Mostafa Nagaty

Senior Digital Marketing Specialist

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Summary

With extensive experience as a digital marketing specialist and analyst, I have a proven track record of delivering highly successful campaigns with remarkable outcomes. My expertise encompasses the latest digital marketing trends and techniques, and I excel in crafting data-driven strategies to optimize ROI. I am dedicated to harnessing analytics and insights for innovative campaign and strategy development, and I possess a high level of proficiency in utilizing cutting-edge marketing tools and software to produce quantifiable results. I am confident that my wealth of experience and skills would be a valuable addition to any digital marketing team.

Technical Skills

MS Office

Word, Advanced Excel, PowerPoint

Data Analysis

Tableau, SPSS, Power BI, Google Data Studio, SQL

Designing

Photoshop, Canva

Digital ads

Meta Ads, Google Ads, Twitter Ads, LinkedIn ads

Programming

C++, Python

Big Data

VBA, R-studio

Web Development

HTML, CSS, JS, React

Mobile Marketing

Flutter Flow, Firebase

EXPERIENCE

2024-2025	<p>Ecommerce Specialist <i>Canadian Tire Corporation</i></p> <ul style="list-style-type: none"> ● Plan and execute weekly promotions across various e-commerce platforms. ● Design engaging landing pages and product listings. ● Analyze performance metrics and generate reports for optimization. ● Monitor industry trends and competitor activities for new opportunities. ● Manage multiple tasks efficiently in a dynamic, fast-paced environment. 	Calgary, CA
2023-2024	<p>Project Manager <i>Interact Health PRO</i></p> <ul style="list-style-type: none"> ● Developed and coordinated content creation, SEO strategies, and digital touchpoints enhancements to boost online visibility and user engagement. ● Oversaw the integration of website and CRM systems, consolidating platforms to streamline operations and improve organizational efficiency. 	Toronto, CA
2023-2024	<p>Marketing coordinator <i>Horizon chemicals</i></p> <ul style="list-style-type: none"> ● Developed and executed strategies for B2B business channels on LinkedIn and Facebook. ● Actively participated in key industry events to identify market opportunities. ● Conducted in-depth market research and analysis on a global scale to uncover potential growth areas. ● Analyzed marketing data across various channels to make informed decisions. ● Oversaw the management of diverse industries, including paper, sugar, and water solutions. ● Contributing to the development of company websites using the latest coding techniques and Content Management Systems (CMS). 	Alexandria, Egypt
2022-2023	<p>Business Analyst <i>Evalurating</i></p> <ul style="list-style-type: none"> ● Evaluating, scrutinizing, interpreting, and drawing insights from diverse data sources, both internal and external. ● Conducting extensive market research and analysis to uncover emerging business prospects and industry trends. ● Thoroughly testing campaigns, assessing crucial metrics, and pinpointing opportunities to enhance campaign performance. Proficient in extracting fundamental campaign data from platforms like Google Analytics and Meta Ads Manager. ● Crafting campaign dashboards, establishing data management systems, and producing comprehensive reports on website performance. ● Diligently monitoring and analyzing evolving trends in digital media and marketing. ● Generating monthly reports covering major metrics, goal tracking, revenue assessment, and other aspects of paid and organic search initiatives. 	Qatar-Egypt

2021-2022	<p>Digital Marketing Specialist <i>LaTahzan Clinic (SehaSky)</i></p> <ul style="list-style-type: none"> ● Formulating and executing comprehensive digital marketing strategies. ● Promoting and managing our YouTube Channel, including the creation and execution of effective YouTube campaigns. ● Utilizing design tools such as Canva to develop visually compelling concepts for promotional initiatives. ● Directing the creation and ongoing management of social media content. ● Establishing digital paid advertising campaigns and closely monitoring their performance through analytical tools. ● Demonstrated proficiency in SEO tools and Google Analytics, coupled with in-depth research on keywords and social media audiences. ● Skillfully creating and overseeing a diverse range of Email Marketing campaigns, including newsletters. ● Building websites using platforms like WordPress Elementor and Stackable, and possessing coding skills in PHP, HTML, and CSS. 	UK, Coventry
2020-2021	<p>Digital Marketing Specialist <i>Farahat pharmacy · Full-time</i></p> <ul style="list-style-type: none"> ● Responsible for developing the strategy used in marketing a company's product online. ● Help define product objectives, target customers, revenue models, and business goal. ● Collect and analyze and prioritize market needs, industry trends, and customer requests. ● Identify and explore product opportunities. 	Egypt, Alexandria
2020-2021	<p>Business Development Specialist <i>Adwat Information technology (Saudi Co.)</i></p> <ul style="list-style-type: none"> ● Building market position by locating, developing, defining, negotiating, and closing business relationships. ● Managing business operations. ● Discovering, exploring and following up new business opportunities. 	KSA-Egypt
2019-2020	<p>Business Development Specialist <i>Find Me Techie Software Services</i></p> <ul style="list-style-type: none"> ● explaining our Software Developers capabilities through our website Findmetechie.com and explaining our company services and represent it to French Clients in French Language ● Contacting with the decision makers and prepare emails to the large accounts to make a partnership ● promoting our IT services through a list of clients 	PARIS, FR
2018-2019	<p>Sales Specialist <i>We Distribution</i></p> <ul style="list-style-type: none"> ● Selling Medical Equipment's and PPI to many companies and contacting the purchasing department and introducing our company and products to French Clients in French Language ● Collaborating with my team to analyze the market and see the market insights and dynamics seeking for opportunities ● Market analyses and communication with clients to achieve results 	PARIS, FR
2016-2018	<p>Medical Sales Representative <i>Abbott Pharmaceuticals</i></p> <ul style="list-style-type: none"> ● Organizing appointments and meetings with community- and hospital-based healthcare staff ● Business development and customer relations ● Scientifically Presenting the product Using CRM system and analyze it and reach conclusions ● Attending and organizing scientific conferences and deliver it to the health care staff by different tools and meetings ● Business Analyses of the sales performance using different programs in the computer to know the improvement or the deficiency in different areas with different customers and fix with by using different methods ● Achieve sales target up to 100k E.£ each month from different product in a cardiometabolic portfolio ● Follow up with different orders with several institutions like governmental hospital and pharmacies and insurances and several contracts and clients up to 40K E.£ 	Alexandria, Egypt
2015- 2016	<p>Pharmacist – Pharmacy shift manager <i>Osama Eltaieby Chain Pharmacy</i></p> <ul style="list-style-type: none"> ● Achieving our drug sales up to 15 K E.£ daily from different drugs and cosmetics ● customer relation with the patients with a good communication and trust and dispense several contracts prescriptions. 	Alexandria, Egypt

EDUCATION

2024-2025	ABM College Digital Marketing Diploma -Digital Marketing Strategy - E-Commerce Principles	-Website Design & Optimization - (SEO) Principles	Calgary, CA
2019-2020	Paris School of Business MSTR Marketing Analytics & Business Intelligence -Digital Business -Data Analysis & Strategy -Marketing Research	- Communication Analytics & Media - Operational Marketing - Financial Management	Paris, FR
2017-2018	Elsca Paris Business School MBA, Major in Marketing -Integrated Marketing Communication -Service Marketing	-Consumer Behavior -Project Management	Alexandria, EG
2010-2015	Alexandria University Bachelor of Pharmaceutical sciences -Pharmacology	-Biotechnology	Alexandria, EG

International Projects

2017	Internship in international Marketing and Entrepreneurship <i>Elsca Paris Business school</i> Co-ordination & communication of international Business Project	Paris- France
2015	Pharco pharmaceutical Regulatory affaires Analyzing scientific and legal documents and Managing Data.	Burg Ilarab- Egypt
2014	Internship in Pharmacy industry and manufacturing Pharmacy industry Enhancing manufacturing process of drugs for the European market	Kaunas- Lithuania
2013	internship global warming project – 2 months	Indoor- INDIA