

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, GoogleData 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	E-Commerce specialist <i>Canadian Tire Corporation</i> <ul style="list-style-type: none">Plan and execute weekly promotions across various e-commerce platforms.Design engaging landing pages, weekly homepages, and product listings tailored to marketing campaigns.Apply on-page SEO best practices to homepage designs and landing pages to improve visibility and search engine ranking.	Canada,Calgary
2024-2025	Project Manager <i>Interact Health Pro</i> <ul style="list-style-type: none">Developed and coordinated content creation, SEO strategies, and digital touchpoints enhancements to boost online visibility and user engagement.	Canada,Toronto
2023-2024	Marketing coordinator <i>Horizon chemicals</i> <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.	Alexandria , Egypt
2022-2023	Business Analyst <i>Evaluating</i> <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.Generating monthly reports covering major metrics, goal tracking, revenue assessment, and other aspects of paid and organic search initiatives.	Egypt & Gulf
2021-2022	Digital Marketing Specialist <i>LaTzahzan Clinic (SehaSky)</i> <ul style="list-style-type: none">Promoting and managing our YouTube Channel, including the creation and execution of effective YouTube campaigns.Demonstrated proficiency in SEO tools and Google Analytics, coupled with in-depth research on keywords and social media audiences.Building websites using platforms like WordPress Elementor and Stackable, and possessing coding skills in PHP, HTML, and CSS.	UK,Coventry

2020-2021	Business Development Specialist <i>Adwat Information technology(Saudi Co.)</i> <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. 	Egypt,Alexandria
2019-2020	Business Development Specialist <i>Find Me Techie Software Services</i> <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
2016-2018	Medical Sales Representative <i>Abbott Pharmaceuticals</i> <ul style="list-style-type: none"> ● Organizing appointments and meetings with community- and hospital-based healthcare staff ● Business development and customer relations 	Alexandria, Egypt

EDUCATION

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

Strengths	Active, Creative, Team spirit, Hard worker, intelligent, Business Driven
Skills	Entrepreneurship, Business Developer, Communication, Customer Relationship, Data analytics, Active Listening, Sales
Driving license	Available for working immediately and I have a valid driving License
Languages	Fluent in English, Arabic, and conversational level in French
Interests:	Football, swimming, reading