

Mostafa Nagaty

Digital Marketing Specialist

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Certificates and Education

- Certified Digital Marketer, Alberta, Canada
- Digital Marketing Diploma, ABM College, Calgary AB 2025, Academic Distinction
- MSTR Marketing Analytics and Business Intelligence, Paris School of Business, FR
- MBA, Marketing, Esbsca Paris Business School, EG
- Bachelor of Pharmaceutical Sciences, Alexandria University, EG

Skills

- **SEO SEM and Paid Media:** SEO on-page and technical, SEM PPC, Google Ads, Meta Ads, LinkedIn Ads, keyword research, competitor analysis.
- **Analytics and CRO:** GA4, Google Tag Manager GTM, Looker Studio, A/B testing, CRO, heatmaps, funnel analysis, attribution, UTM, ROAS CPA CTR CVR.
- **E-commerce and CMS:** Landing pages, merchandising PDP PLP, taxonomy, promo calendar, product onboarding and catalog, Shopify, WordPress Elementor.
- **Automation and CRM:** Email Klaviyo or Mailchimp, marketing automation, HubSpot CRM, lead scoring and nurturing.
- **Data and Reporting:** Advanced Excel VLOOKUP XLOOKUP and pivot tables, Power BI, Tableau, SQL.
- **Web and Code:** HTML, CSS, JavaScript, React, React Native, basic Python, Photoshop, Canva.

Work Experience

2023 - 2025 **E-Commerce Specialist, Canadian Tire Corporation**, Calgary, Canada

- Planned weekly promo calendars and executed campaigns. Built SEO optimized landing pages and campaign homepages PDP PLP.
- Implemented GA4 via GTM and created Looker Studio dashboards. A/B tests improved conversion rate and average order value.

2020 - 2023 **Marketing Coordinator, Horizon Chemicals**

- Led B2B demand generation on LinkedIn and Facebook. Coordinated content SEO and email automation.
- Built GA4 dashboards for lead funnel and MQL SQL tracking. Owned CRM pipelines and attribution.

2018 - 2020 **Account Executive, Find Me Techie Software Services**, Paris, France

- Owned enterprise accounts and SOWs. Worked with dev teams to scope web and app projects and timelines.
- Kept pipelines in CRM, negotiated partnerships, and handled multilingual client communications.

2016 - 2019

Sales Representative, Abbott Pharmaceuticals, Alexandria, Egypt

- Built relationships with physicians and pharmacies. Delivered product education and field visits.
- Beat territory targets with disciplined routing, follow ups, and reporting.

Professional Summary

Digital marketing specialist with 7 plus years across e commerce and B2B. Experienced in SEO and SEM, GA4 with GTM, A B testing and CRO, paid media, and clear reporting to stakeholders. Hands on with landing pages, promotions calendars, product onboarding, and Shopify and WordPress. Comfortable partnering with sales, creative, and engineering to ship campaigns end to end.

Highlights

- Strong command of GA4, GTM, Looker Studio, and Excel for dashboards and insights.
- Track record of conversion lifts through A B tests and CRO improvements.
- Practical web skills, HTML CSS JavaScript React React Native, for faster collaboration with dev teams.
- Fluent English and Arabic. Conversational French.