



MOHAMED FARAG ALI ENAB

DIGITAL MARKETING SPECIALIST

CONTACT

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CORE SKILLS

Meta & Google Ads ●●●●●
Social Media Strategy ●●●●●
AI Content & Video ●●●●●
TikTok & Snapchat Ads ●●●●○
Video Editing ●●●●○
Graphic Design ●●●●○
CRM & Automation ●●●●○
SEO / SEM ●●●●○
WordPress ●●●●○

AI TOOLS

- Midjourney & Runway
- AI Video Ad Production
- AI Copywriting
- Prompt Engineering

SOFTWARE

- Meta Business Suite
- Google Analytics
- Adobe Premiere Pro
- CapCut / Canva
- Zoho / HubSpot / Perfex

LANGUAGES

Arabic — Native
English — Professional

SOFT SKILLS

- Communication & Presentation
- Creative Problem-Solving
- Time Management
- Analytical Thinking
- Teamwork & Leadership

INDUSTRY FOCUS

- Luxury Real Estate
- Property Lead Generation

PROFESSIONAL SUMMARY

Results-driven Digital Marketing Specialist with 6+ years of hands-on experience managing multi-platform advertising campaigns (Meta, Google Ads, TikTok, Snapchat) for Dubai's competitive real estate market. Proven track record leading social media strategy, performance marketing, and AI-powered content and video ad production for premium property brands. Combines strategic campaign planning with hands-on creative execution — from AI-driven video ads and copywriting to CRM-based lead management and conversion-focused landing pages. Bilingual in Arabic and English, with deep insight into the UAE's multicultural digital audience.

PROFESSIONAL EXPERIENCE

Digital Marketing Manager — Blue Ray Properties

Jun 2023 – Present | Dubai, UAE

- Lead end-to-end digital marketing strategy for luxury real estate campaigns across Meta, Google Ads, TikTok, and Snapchat, managing significant monthly ad spend.
- Plan and optimize paid social and search campaigns through continuous A/B testing to maximize lead quality and reduce cost per lead.
- Produce AI-powered video ads, image creatives, and ad copy at scale, cutting production time while keeping a consistent premium brand aesthetic.
- Manage full social media presence — content calendar, community engagement, and brand voice — across Instagram, TikTok, and Facebook.
- Build WordPress landing pages and integrate CRM automation to streamline the funnel from ad click to closed deal.
- Track KPIs (CTR, CPL, ROAS) via Meta Ads Manager, Google Analytics, and CRM dashboards to guide strategy.

Social Media Manager — RED ESTATE

2022 – 2023 | Dubai, UAE

- Owned social media strategy and content calendar across Instagram, Facebook, and TikTok for a Dubai property portfolio.
- Produced and edited short-form video content and property showcase reels, driving audience engagement and brand visibility.
- Wrote bilingual (Arabic/English) captions and ad copy tailored to Dubai's multicultural real estate audience.
- Partnered with the sales team to turn property listings into social content that generated qualified inbound leads.

Performance Marketing Executive — HB Homes

2021 – 2022 | Dubai, UAE

- Planned and launched performance campaigns across Meta and Google Ads for residential property listings.
- Conducted audience analysis to identify high-intent buyer segments and refine targeting.
- Optimized ad creatives and landing pages to improve click-through and conversion rates.
- Managed budgets and daily performance, reallocating spend toward top-performing ads.

Digital Marketing & Web Trainee — Information Technology Institute (ITI)

2022 | Egypt

- Completed intensive training in digital marketing strategy and WordPress-based web development.

- Sales Funnel Strategy
- Multicultural Audiences

HIGHLIGHTS

- 3+ years in Dubai market
- 50+ clients served
- 25+ campaigns launched
- Bilingual delivery

- Built responsive, marketing-ready websites and landing pages, gaining SEO and lead-generation foundations.

Freelance Digital Marketing Consultant — **Freelancer.com**

May 2019 – Present | Remote / UAE

- Delivered marketing, content, and website services to 50+ international clients, including campaign strategy, social media, and SEO.
- Produced marketing websites and landing pages combining design, copywriting, and conversion-focused structure.
- Ran market and competitor analysis to shape client marketing strategies.

Customer Service Representative — **Vodafone**

2019 – 2021 | Egypt

- Delivered front-line customer communication and issue resolution for a leading telecom brand, handling high-volume interactions daily.
- Built strong skills in persuasion and needs-based selling, later applied directly to marketing and lead conversion.
- Developed deep insight into customer psychology across a large, diverse base — a foundation for audience-focused marketing.

Marketing & Sales Specialist — **Eylaf**

2016 – 2018 | Egypt

- Handled client relationships, lead prospecting, and sales for IT products and services.
- Provided technical and customer support, strengthening client trust and retention.

KEY ACHIEVEMENTS

- 50+ happy clients served across real estate and digital marketing projects.
- 25+ high-performance campaigns managed across Meta, Google, TikTok, and Snapchat.
- 35+ websites and landing pages designed and built to support campaigns.
- 6+ custom CRM systems built for real estate lead management.

EDUCATION

B.Eng, Computers & Systems Engineering — **Mansoura University**

2014 – 2019 | Egypt

Diploma, Computers & Systems Engineering — **Mansoura University**

2021 – 2022 | Egypt

CERTIFICATIONS & TRAINING

- Digital Marketing • Social Media Management • TikTok & Snapchat Ads
- Content Writing • Real Estate Lead Generation • CRM Development
- Graphic Design & Video Editing • Web Development